Sales Management
THE MAGAZINE OF MARKETING



Targets for 1955

for sellers
of products
or services
to industry
...or to consumers

Potentials, trends, differences for:

7 major geographic areas

48 states

1,043 cities with retail sales of $20 million and up

1,067 counties with factory employment of 1,000 and up

Page 36

ONE DOLLAR A BILL BROTHERS PUBLICATION NOVEMBER 10, 1954



Salesmanship built this...

AND HELPED BUILD EVERYTHING ELSE THAT MAKES MODERN AMERICAN LIVING WHAT IT IS . . . THE HIGHEST STANDARD THE WORLD HAS EVER SEEN

Cities are only dreams until men sell ideas and make those dreams come true. And, usually, even the best salesmen need all the help management can give them . . . providing effective sales aids. The Jam Handy Organization is set up to help build or help rebuild your sales organization—by training and stimulating your men—by giving them a more complete understanding of your products and your objectives. Call the nearest office . . . see for yourself how a single responsibility, with "under-one-roof facilities,"—a single accounting—can simplify your job.

The JAM HANDY Organization

OFFICES

NEW YORK 19	DAYTON 2	DETROIT 11	PITTSBURGH 22	CHICAGO 1	HOLLYWOOD 28
1775 Broadway	310 Talbott Bldg.	2821 E. Grand Blvd.	Gateway Center	230 North Michigan Ave.	5746 Sunset Blvd.

For new clients in far-off markets



Ship American Airlines AIRFREIGHT

Covers More Leading Sales Areas Than Any Other Airline

If you're looking around for new customers, look up! Airfreight's unmatched ability to make deliveries in hours rather than days greatly minimizes the importance of time and distance in the determination of new markets for your products.

To make the most of the advantages of air distribution, be sure to choose the carrier that can provide the best service to any new territory you might consider. Odds are it will be American. With fast and frequent flights to 77 key cities, American covers two-thirds of the top thirty retail markets—all twenty-three of the leading industrial states! American Airlines, Cargo Sales Division, 100 Park Avenue, New York 17, New York.



AMERICAN AIRFREIGHT ALSO LEADS IN

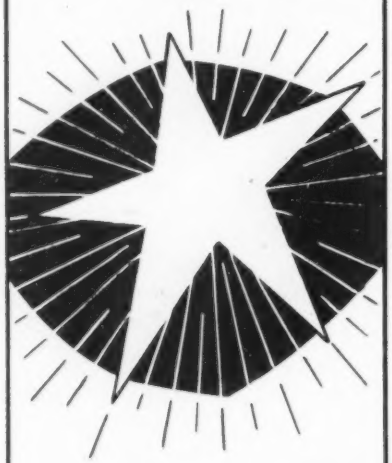
SPEED—American's own terminals and special handling techniques assure prompt forwarding, on-time deliveries.

CAPACITY—American has the greatest cargo capacity of any Airline with the right space at the right places.

EXPERIENCE—first with schèduled airfreight service, American has the experience to provide expert handling.

America's Leading Airline **AMERICAN AIRLINES INC.**

"It only takes one in GREEN BAY"



. . . the Green Bay PRESS-GAZETTE, 190,000 buyers make this "star" their daily shopping guide.

Give your product top billing in Green Bay by advertising in the Green Bay PRESS-GAZETTE. It influences 190,000 buyers who annually account for $450,000,000 sales. "It only takes one in Green Bay" and that's the Green Bay PRESS-GAZETTE. See all it offers:

- 100% City Zone coverage, 190,000 Trading Zone population — third biggest in Wisconsin.
- $450,000,000 annual wholesale-retail sales.
- Full merchandising cooperation.
- Spot color.

Be Number 1 in Green Bay
Buy the Green Bay
PRESS-GAZETTE
Green Bay, Wisconsin
Phil McClosky, Manager, General Advertising

Sales Management

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SALES RANKINGS, STATE, AREA, NATION

Cities with $20 Million Retail Sales, 1953

New England States
Connecticut 40
Maine 43
Massachusetts 43
New Hampshire 44
Rhode Island 46
Vermont 46

Middle East States
Delaware 50
District of Columbia 50
Maryland 50
New Jersey 50
New York 51
Pennsylvania 54
West Virginia 58

Southeast States
Alabama 62
Arkansas 62
Florida 62
Georgia 65
Kentucky 66
Louisiana 66
Mississippi 66
North Carolina 66
South Carolina 68
Tennessee 68
Virginia 72

Southwest States
Arizona 76
New Mexico 76
Oklahoma 76
Texas 76

Central States
Illinois 83
Indiana 86
Iowa 89
Michigan 89
Minnesota 90
Missouri 90
Ohio 92
Wisconsin 96

Northwest States
Colorado 104
Idaho 104
Kansas 104
Montana 105
Nebraska 105
North Dakota 105
South Dakota 105
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Wyoming 105

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Massachusetts 116
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Vermont 118

Middle East States

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Pennsylvania 122
West Virginia 125

Southeast States

Alabama 125
Arkansas 125
Florida 125
Georgia 127
Kentucky 128
Louisiana 128
Mississippi 128
North Carolina 128
South Carolina 130
Tennessee 130
Virginia 131

Southwest States

Arizona 132
New Mexico 132
Oklahoma 135
Texas 135

Central States

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Indiana 136
Iowa 138
Michigan 140
Minnesota 140
Missouri 140
Ohio 142
Wisconsin 145

Northwest States

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Idaho 146
Kansas 146
Montana 146
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South Dakota 146
Utah 147
Wyoming 147

Far West States

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Arkansas
California
Connecticut
Illinois
Indiana
Louisiana
Maine
Massachusetts
Michigan
Minnesota
Mississippi
Montana
New Jersey
New York
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Tennessee
Texas
Virginia
Washington
West Virginia
Wisconsin

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Employment, by County, in 19 Industries

New England States

Connecticut 150
Maine 150
Massachusetts 150
New Hampshire 150
Rhode Island 151
Vermont 151

Middle East States

Delaware 151
District of Columbia 151
Maryland 151
New Jersey 151
New York 154
Pennsylvania 155
West Virginia 156

Southeast States

Alabama 156
Arkansas 158
Florida 158
Georgia 158
Kentucky 159
Louisiana 159
Mississippi 162
North Carolina 162
South Carolina 163
Tennessee 163
Virginia 166

Southwest States

Arizona 167
New Mexico 167
Oklahoma 167
Texas 167

Central States

Illinois 168
Indiana 169
Iowa 169
Michigan 170
Minnesota 171
Missouri 171
Ohio 172
Wisconsin 173

Northwest States

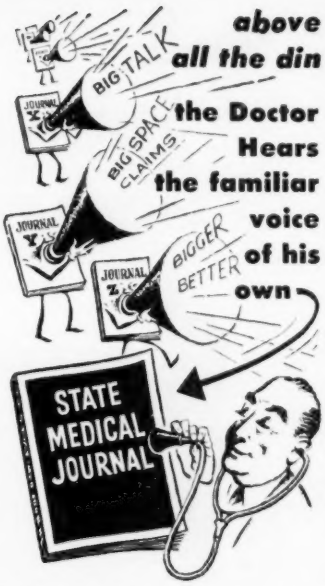
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Far West States

California 175
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SPOKESMAN for the ninety percent of physicians who constitute State Medical Societies. Grass roots reporter of professional news in the doctor's home state. Voice of opinion for his own medical colleagues on economic and society matters.

Read early, regularly and with the inevitable confidence accorded to official publications and to the advertising accepted by the A. M. A. Councils.

Before you okay your next medical advertising schedule, better ask the man who prepares it:

"Will the Doctor see OUR PRODUCT STORY in his own State Medical Journal?"

EASY UNIT HANDLING—One Contract! One Original Plate! One Statement!

STATE JOURNAL ADVERTISING BUREAU
of the
American Medical Association
535 NORTH DEARBORN STREET
CHICAGO 10, ILLINOIS

Send for New Survey!

ALABAMA—Journal of Med., Assn. of
ARIZONA—Medicine
ARKANSAS—Med. Society, Journal of
CONNECTICUT—State Med. Journal
DELAWARE—Med. Journal
DISTRICT OF COLUMBIA—Med. Annals of,
FLORIDA—Med. Assn., Journal of
GEORGIA—Journal of Med. Assn. of
HAWAII—Med. Journal
INDIANA—State Med. Assn., Journal of
IOWA—State Med. Soc., Journal of
KANSAS—Med. Soc., Journal of
KENTUCKY—Med. Journal
LOUISIANA—Journal of State Med. Society
MAINE—Med. Assn., Journal of the
MARYLAND—Medical Journal
MICHIGAN—State Med. Soc., Journal of
MINNESOTA—Medicine
MISSOURI—Medicine
NEBRASKA—State Med. Journal
NEW JERSEY—Journal of Med. Soc. of
NORTH CAROLINA—Med. Journal
OHIO—State Med. Journal
OKLAHOMA—State Med. Assn., Journal of
PENNSYLVANIA—Med. Journal
ROCKY MOUNTAIN—Med. Journal (Colo., Utah, Wyo., New Mex., Mont.)
SOUTH CAROLINA—Med. Assn., Journal of
SOUTH DAKOTA—Journal of Med.
TENNESSEE—State Med. Assn., Journal of
TEXAS STATE—Journal of Med.
VIRGINIA—Med. Monthly
WEST VIRGINIA—Med. Journal
WISCONSIN—Med. Journal

CHOOSE YOUR CATALOG COVERS WITH THE "X-RAY" VISUALIZER

Remington Rand

Room 2177, 315 Fourth Avenue, New York 10, N. Y.

Kindly send your "X-RAY" VISUALIZER—"Cover Appeal for Sales Appeal"—for my inspection.

Name_____

Title_____

Firm_____

Address_____

City_____ Zone____ State_____

SM

EXECUTIVE OFFICES, 386 Fourth Avenue
New York 16, N. Y. LExington 2-1760

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ASSOC. MANAGING EDITOR..John H. Caldwell
SPECIAL FEATURE EDITOR..Lawrence M. Hughes
SENIOR ASSOCIATE EDITOR.....Alice B. Ecke
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CONSULTING ECONOMIST Peter B. B. Andrews
COPY EDITOR.....Amy Lee
PRODUCTION MANAGER.....Mary Camp
ASS'T. PRODUCTION MANAGERS Aileen Weisburgh, Virginia New
EDIT. ASSISTANT.....Judith Recht
READERS' SERVICE BUREAU.....H. M. Howard

ADVERTISING SALES

SALES MANAGER.....John W. Hartman
SALES PROM. MGR.....Christopher Anderson
ASS'T. PROM. MGR.....Madeleine Singleton
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FIELD MANAGERS
NEW YORK 16, N. Y. (386 Fourth Avenue; LExington 2-1760): Merril V. Reed, W. E. Dunsby, Wm. McClenaghan, Randy Brown, Jr., Gerald T. O'Brien.

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SANTA BARBARA, CALIF. (15 East de la Guerra, P. O. Box 419; Woodland 23612): Warwick S. Carpenter.

SUBSCRIPTIONS

DIRECTOR.....R. E. Smallwood
SUBSCRIPTION MANAGER.....C. V. Kohl
$8.00 a year; Canada, $9.00; Foreign $10.00

SALES MEETINGS

(quarterly, Part II of SALES MANAGEMENT); editorial and production office: 1200 Land Title Bldg., Philadelphia 10, Pa.; Philip Harrison, General Manager; Robert Letwin, Editor.

OFFICERS

PRESIDENT AND PUBLISHER.....Raymond Bill
GENERAL MANAGER.....Philip Salisbury
SALES MANAGER.....John W. Hartman
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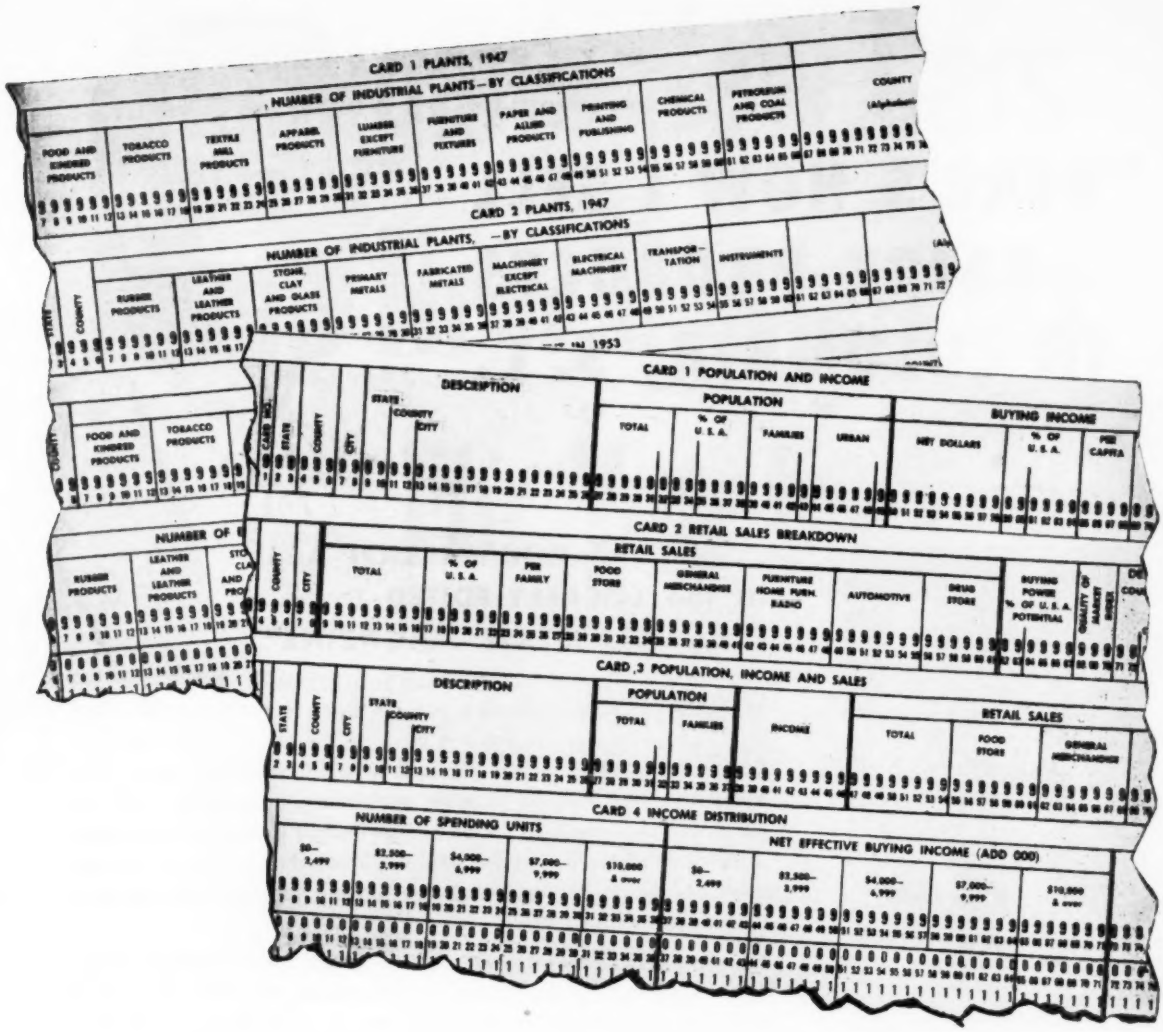
SALES MANAGEMENT, with which is incorporated PROGRESS, is published semi-monthly on the first and fifteenth except in May, September and November when it is published on the first, tenth and twentieth. Affiliated with Bill Brothers Publishing Corp. Entered as second class Matter May 27, 1942 at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to New York office.

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Member

ABP ABC NBP

November 10, 1954 Volume 73 No. 11



Use them for fast, *automatic* territory analysis

By using only those cards confroming to your particular sales territories, you can conveniently apply the SALES MANAGEMENT *Survey of Buying Power* to your own market areas.

Through MARKET STATISTICS, INC., the IBM Service Bureau will prepare these analyses for you quickly. Or if you have an installation of IBM equipment, you can prepare them automatically right in your own office.

More than 100 leading manufacturers and distributors have adopted this new approach to setting scientific sales quotas.

It is only necessary to determine what factors (or combination of factors) published in the *Survey* would reflect consumer demand for your product. If you have any questions on this point, you may without obligation consult with the staff of MARKET STATISTICS, INC. for complete details.

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MARKET STATISTICS, INC.

RESEARCH CONSULTANTS TO SALES MANAGEMENT

432 Fourth Ave., New York 16, N. Y. Mu-4-3559

MR. R. P. KAPP
GENERAL MANAGER
EDISTO FARMS DAIRY

"HERE'S HOW I SELL DAIRY PRODUCTS IN COLUMBIA, S. C.





"CONSISTENT ADS like these showing *Columbia* children, in the Locally-Edited Columbia State Magazine, are highly productive," says Mr. Kapp. "We rank the State Magazine as our top advertising medium."

. . . through 'LOCAL TOUCH' ADS in the LOCALLY-EDITED COLUMBIA STATE MAGAZINE"

In buying magazine circulation, you can pick a few national magazines and let it go at that. Or you can buy it at the *Local* Level—the way Edisto Farms Dairy does—and *cash in* where sales are made. Says Mr. R. P. Kapp, General Manager of this dairy firm: "Since 1949 we have advertised regularly in the Locally-Edited Columbia State Magazine, with highly productive results. The advantage of local editing, mass circulation coverage, and fine gravure reproduction—all give our ads real selling impact."

Do you wonder why many *national* advertisers are switching to Magazine Advertising at the *Local* Level? For example, check the leading national magazine's coverage of Columbia, S. C. Percentage-wise, only 15%. But with the Columbia State Magazine your ads reach 81% of this Southern market!

- **Locally-Edited for highest readership**
- **Newspaper circulation impact**
- **Gravure magazine reproduction**
- **Maximum savings on positives**
- **Complete flexibility**

MAGAZINE ADVERTISING AT THE LOCAL LEVEL

LOCALLY-EDITED GRAVURE MAGAZINES

For more information about these 12 weekly newspaper gravure magazines, contact one of the following representatives: The Branham Company, Cresmer & Woodward, Inc., Jann & Kelley, Inc., Kelly-Smith Co., Meloney, Regan & Schmitt, Inc., O'Mara & Ormsbee, Inc., Scolaro, Meeker & Scott, Inc., Story, Brooks & Finley, Inc.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBIA STATE
COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE
INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS
NEW ORLEANS TIMES PICAYUNE STATES • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE

TOTAL CIRCULATION OVER 3,189,000 COPIES WEEKLY

Michigan's New Cars Mean New Customers For You !

● Sensational new car announcements (and the payrolls and purchasing power which go with new production) make the Booth Michigan Newspaper Market a perfect choice for your new advertising schedule!

Want action in Michigan? Booth newspapers give it to you! Two of the three fastest selling cars in America are made in a Booth city . . . Flint.

Give your new schedule a ride in Michigan's new cars! R.O.P. color now available in six out of eight Booth papers.

Call your Booth man today!

A. H. Kuch 110 E. 42nd Street New York 17, N. Y. Oxford 7-1280	Sheldon B. Newman 435 N. Michigan Ave. Chicago 11, Illinois Superior 7-4680	Brice McQuillin 785 Market Street San Francisco 3, California Sutter 1-3401	Wm. Shurtliff 340 E. Huron Street Ann Arbor, Michigan Normandy 3-4265

8 BOOTH *Michigan* Newspapers

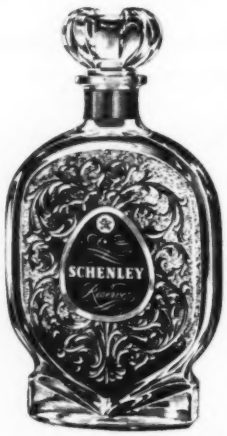
"YOUR MICHIGAN MARKET OUTSIDE DETROIT"

GRAND RAPIDS PRESS • FLINT JOURNAL • KALAMAZOO GAZETTE • SAGINAW NEWS
JACKSON CITIZEN PATRIOT • MUSKEGON CHRONICLE • BAY CITY TIMES • ANN ARBOR NEWS

"The only popular-priced whiskey named 'biggest gift hit'!"

SAYS SALES MANAGEMENT'S LATEST GIFT SURVEY

Purchasers named gifts they gave which made the biggest hit. And the Schenley decanter was the only whiskey named in its price class! Give the best-tasting whiskey in ages in the nation's favorite decanter... **at no extra cost!**



Schenley

BLENDED WHISKEY • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • SCHENLEY DISTILLERS, INC., NEW YORK, N. Y.

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LETTERS TO THE EDITORS

THLIPS THAT PATH IN THE TYPE

Was it a Freudian thlip that cauthed the maker of the pictograph entitled, "Seasonal Selling Gets a Freudian Flair" (SM, Oct. 15, p. 65) to thay it wath the "21th?"

Or were you just checking up on readership?

Harry Chapperon

Vice-President and Research Director
Storm and Klein Inc.
New York, N. Y.

► We doubt that even Freud could explain how thith happened, and not oneth but four times! We are wearing a sepia blush.

THE WHOLESALING FUNCTION

Your editorial "Can Wholesalers Be Junked?" (SM, Oct. 1, p. 33) was most interesting. It hardly seems possible that the loose thinking about "eliminating the middleman" still persists.

But then this should not be too surprising, in view of the fact that he was foredoomed to failure from the day he was born. Under the circumstances I suppose that we who are engaged in wholesaling should find solace in the fact that, despite the plethora of dire predictions and irresponsible talk, the wholesaler is now more firmly entrenched in our economy than ever. This is a rather paradoxical situation which should confound the perennial critics of the wholesaler—for they certainly must be fully aware that (1) ours is a free, open, competitive system, and (2) it is axiomatic that under that system anything for which there is no sound economic justification tends to wither on the vine and ultimately die.

The record would seem to indicate that wholesalers perform indispensable functions in our distributive economy which cannot be performed with equal efficiency by any other segment.

I am certain that somebody will have occasion to write a similar editorial in the year 2954.

R. H. Langsam

General Sales Manager and
Vice-President
Masback Inc.
New York, N. Y.

A TOAST TO THE BETTER HALF

Re your article, "13 Ways an Executive's Wife Can Help Her Husband Succeed," (SM, Oct. 1, p. 76)—My wife and I became a team very young in life. It

(continued on page 12)



how is your CONSUMER ACCEPTANCE?

Scripps-Howard's 15-City Study . . . Our 8th Annual Grocery Product Distribution Survey . . . Gives You a 1954 Measurement

THIS UP-TO-DATE REPORT will tell you where your distribution is *high* or *low* . . . what distribution your leading competitors have . . . how many there are.

Naturally, retailers keep in stock those brands that consumers demand. Where there is little demand, distribution is low . . . sales are lost.

This survey report will tell you where concentrated promotion will get quickest results. A copy is yours for the asking . . . available after December 1st. Just ask for it at any Scripps-Howard newspaper or General Advertising Office.

SURVEY HIGHLIGHTS

- A 15-city, coast-to-coast study.
- Report covers 76 different grocery store product classifications.
- Gives results of distribution checks for tobacco, drug, kitchen utensil and appliance products in grocery stores.
- Reports basic market information on number of grocery stores, sales, chain and voluntary chain affiliations.

DISTRIBUTION VARIES . . . In some cases from 100% to almost nothing

Here are distribution variances for 16 specific brands having distribution in all 15 survey cities

Distribution of a Specific Brand of:	HIGH PERCENTAGE (15-city)** City	%	LOW PERCENTAGE (15-city)** City	%	Distribution of leading competitors' brands in Low % cities 1st Brand %	2nd Brand %
Baked Beans	El Paso	98	New York	21	97	87
			Pittsburgh	21	96	87
Gelatin Desserts	San Francisco	85	El Paso	24	96	96
Baking Powder	San Francisco	82	Evansville	19	95	95
Oleomargarine	Indianapolis	90	New York	27	69	62
Shortening	Columbus	93	Memphis	30	98	93
Catsup	Houston	82	Cleveland	14	76	35
			Cincinnati	11	71	53
Catsup	Houston	84	Columbus	11	78	70
			Evansville	11	81	62
Syrup	Albuquerque	96	Cincinnati	10	99	86
Cola Drink	Albuquerque	100	Pittsburgh	2	94	92
Scouring Pads	Memphis	67	Washington	13	84	72
Scouring Powder	New York	94	Knoxville	58	96	80
Laundry Bar Soap	Cleveland	91	Fort Worth	3	94	49
Toilet Soap	Knoxville	90	Washington	35	90	90
Synthetic Detergent	Albuquerque	86	San Francisco	35	97	85
Starch	Pittsburgh	96	Fort Worth	53	91	86
Starch	Indianapolis	88	Knoxville	28	94	76

**Participating Cities:
Albuquerque . . Cincinnati . . Cleveland . . Columbus . . El Paso . . Evansville . . Fort Worth . . Houston . . Indianapolis . . Knoxville . . Memphis . . New York . . Pittsburgh . . San Francisco . . Washington

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK . *World-Telegram & The Sun* · **COLUMBUS** . . . . . *Citizen*
CLEVELAND . . . . . *Press* · **CINCINNATI** . . . . . *Post*
PITTSBURGH . . . . . *Press* · **KENTUCKY** . . . . . *Post*
SAN FRANCISCO . . . . . *News* · *Covington edition, Cincinnati Post*
INDIANAPOLIS . . . . . *Times* · **KNOXVILLE** . . . . *News-Sentinel*



DENVER . . . *Rocky Mountain News* · **EVANSVILLE** . . . . . *Press*
BIRMINGHAM . . . . *Post-Herald* · **HOUSTON** . . . . . *Press*
MEMPHIS . . . . . *Press-Scimitar* · **FORT WORTH** . . . . . *Press*
MEMPHIS . . . *Commercial Appeal* · **ALBUQUERQUE** . . . . . *Tribune*
WASHINGTON . . . . . *News* · **EL PASO** . . . . . *Herald-Post*

General Advertising Department, 230 Park Avenue, New York City

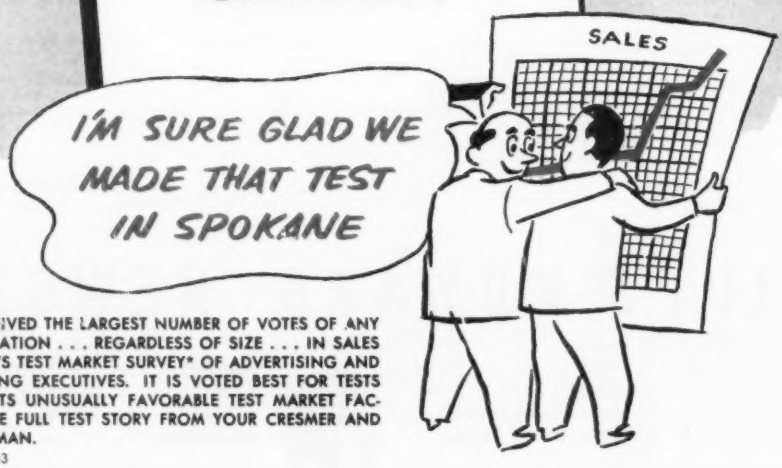
Chicago San Francisco Detroit Cincinnati Philadelphia Dallas

Pacific Northwest orders . . .



When you sell the Billion

SPOKANE NO. 1* TEST MARKET IN THE NATION



SPOKANE RECEIVED THE LARGEST NUMBER OF VOTES OF ANY CITY IN THE NATION . . . REGARDLESS OF SIZE . . . IN SALES MANAGEMENT'S TEST MARKET SURVEY* OF ADVERTISING AND MANUFACTURING EXECUTIVES. IT IS VOTED BEST FOR TESTS BECAUSE OF ITS UNUSUALLY FAVORABLE TEST MARKET FACTORS. GET THE FULL TEST STORY FROM YOUR CRESMER AND WOODWARD MAN.

*November 10, 1953

grow longer and longer . . .



Dollar Spokane Market

IT'S ONE OF THE THREE MUST MARKETS IN THE PACIFIC NORTHWEST

Watch your Pacific Northwest sales jump when you really cover and sell the Billion Dollar Spokane Market. The over a million residents of this self-contained market who spend better than a billion and a half dollars annually on retail goods make a big difference in Pacific Northwest—or any other—sales program.

This market is the very heart of the Pacific Northwest, but an independent, unified and truly isolated trading area with a stable year-in, year-out income from prosperous diversified basic industries and agriculture.

A BIG market by every measure . . . the Spokane Market is half again as big as the states of New York and New Jersey combined. With more people than the cities of Baltimore or Cleveland, *this is too big a market to miss.* But, you are missing the tremendous buying power of the Spokane Market if you aren't giving it the individual attention it merits. Residents are virtually untouched by advertising in coastal cities 300 miles or more distant.

You reach . . . *and sell* . . . big-buying Spokane Market residents when you use a medium that measures up to the size of the market itself . . . The Spokesman-Review and Spokane Daily Chronicle. Together these two local papers comprise the one advertising buy which delivers the coverage and acceptance to move merchandise at full volume in the Billion Dollar Spokane Market. 89% of their subscribers receive their papers by carrier delivery at home!

Be sure you are reaching and selling the Spokane Market. It's the different market that makes all the difference in Pacific Northwest sales. Are the two great dailies that really sell it on your list?

Combined Daily Circulation Over 160,000—81.84% UN-Duplicated

THE SPOKESMAN-REVIEW
MORNING SUNDAY
Spokane Daily Chronicle
EVENING
SPOKANE, WASHINGTON

Best Advertising Buy in America's Best Test Market

Advertising Representatives: Cresmer & Woodward, Inc., New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta. Color Representatives, SUNDAY SPOKESMAN-REVIEW. Comic Sections: Metropolitan Group.

Make friends with

PAPER-MATE

the pen that "clicks" with all America!

DE LUXE MODEL

★ *Push-button, retractable point.*
★ *Never leaks—always stays clean.*
★ *Ink can't stain hands or clothes.*
★ *Can't smear or transfer.*
★ *Refills with red, green, blue, and black ink.*
★ *Comes in seven color styles.*
★ *Unconditionally guaranteed.*

APPROVED BY BANKERS



Available with company imprint, emblem, or message

★ Write today for quantity prices!



ADVERTISING SPECIALTIES DIVISION

PAPER-MATE EASTERN, INC.
752 Broadway
New York 3, N. Y.

PAPER-MATE COMPANY
8790 Hays Street
Culver City, Calif.

PAPER-MATE OF CANADA
265 Adelaide St. West
Toronto, Canada

LETTERS

has been a perfect match but never did I realize, until your article, what a wonderful business partner she is. And she did it all by just standing in the background. We are both still under 30 years old and we've come a long way since we started. Thank you for pointing out that silent partner who has helped so much.

George W. Rogers, Jr.

Southern Regional Manager
Retail Division
Mystik Adhesive Products
Chicago, Ill.

THE SALES ROUTE TO THE TOP

The statement has been made by a director and officer of the concern I am associated with to the effect that executives and/or management should not be recruited from the sales staff. . . . Or to put it another way: men who are excellent in sales work cannot make good managers or executives.

I think this person is completely off base, but I have no concrete evidence to prove my point other than to do a tremendous amount of research to cull over the list of executives to determine how many and who have had sales backgrounds.

I know this point has been covered in the past in SALES MANAGEMENT. . . . It is possible that you might give me some evidence which will support my cause which says: the only kind of management that is sound is one that has sales background which, after all, is the ability to understand the real problems of that company. And I am referring to a company that depends almost entirely upon sales.

Name Withheld

► The following names of men who rose to the top via the sales route come immediately to mind: H. L. Andrews, president, Jones & Lamson Machine Co.; Thomas J. Watson, Sr., president, International Business Machines Corp.; E. A. Darr, president, R. J. Reynolds Tobacco Co.; Herman W. Steinkraus, president, Bridgeport Brass Co.; James J. Nance, president, Studebaker-Packard Corp. Check back issues of SM's "They're in the News" department for additional ammunition. . . . It might be interesting—and most helpful—to work up a complete listing of top executives who came up the sales way and perhaps publish this in a later issue of SM. Any subscribers who want to send in nominations should please address Letters to the Editors department, SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y. . . . And of course we're the first to agree with the writer that the sales battleground is the best training site for future executives.

(continued on page 16)

meet the girl under 20



The teen-age girl is today's big new customer—7,720,000 strong in 1954, 10,980,000 by 1963 (up a big 43%). She accounts for 45% of all first brides, spends 3.8 billion dollars of her own money each year (to say nothing of what she gets from Dad). She buys at will a complete range of goods: for herself and for others, for her future home— and she's right at the peak of a girl's biggest gift-getting years: graduations, engagements, showers, hopechests, birthdays. What's more, she usually names and gets what she wants!

she reads seventeen

editorial interest Service magazine: Fiction, Fashion, Amusements, Beauty, Food, Home Furnishings, Cultural, General Topic.

cover price 35c—Issued monthly.

circulation 1,023,241 ABC, Year, 1953. 78% Newsstand. Highest "possible market" saturation, any magazine.

total teen audience 2,5000,000. Every third U. S. teen girl every month; 50% of all teen girls within 2-3 issues.*

reader ages 13-19: 80% 15-19; 64% 16-19. Average age 16.7

occupation 83% in high school, college. 43% work full or part time (the national average for all women)*

personal income $10.03 per week—average of all 2½ million readers. Totals $1.3 billion yearly.*

family income 10th highest, all 45 publications**

all-age female audience Largest, teens thru adult women, per 100 copies**

advertising readership Highest, by women, all magazines**

advertising linage Second highest, all women's magazines, first 6 months of 1954. (Printers Ink)

rates B&W Page $2875; 4-color $4260. Cost/M, B&W $2.81; 4-color $4.16.

printing Rotogravure. No plates required.

special teacher supplement 16,000 Home Economics teachers pay for subscriptions to Seventeen . . . receive (plus the magazine) SEVENTEEN AT SCHOOL (lesson planbook based on Seventeen's contents) . . . use it (along with Seventeen) in teaching a total of 1,250,000 students.

**A. J. Wood Surveys. 1950-52 **Starch Report. 1954*

New York: 488 Madison Ave., New York
New England: Statler Office Bldg., Boston
Southern: 1722 Rhodes-Haverty Bldg., Atlanta
Pacific Coast: 9126 Sunset Blvd., Hollywood
Western: 400 No. Michigan Ave., Chicago

seventeen sells!

America's Class News Magazine is now FIRST among news magazines in advertising directed to business

TOTAL PAGES OF BUSINESS AND INDUSTRIAL ADVERTISING

Full Year 1952	Pages	1st 6 months 1954	Pages
BUSINESS WEEK	5,209.17	BUSINESS WEEK	2,681.11
NEWSWEEK	2,029.00	U.S.NEWS & WORLD REPORT	1,035.87
TIME	1,994.81	TIME	939.56
U.S.NEWS & WORLD REPORT	1,795.70	NEWSWEEK	896.88
FORTUNE	1,363.25	FORTUNE	759.50
NATION'S BUSINESS	359.97	NATION'S BUSINESS	224.33

Publishers Information Bureau, 16 major business categories.

MANUFACTURERS' MATERIALS AND SUPPLIES ADVERTISING

1952	Pages	1st 6 months 1954	Pages
BUSINESS WEEK	1,442.53	BUSINESS WEEK	728.36
TIME	481.63	[redacted]	
NEWSWEEK	460.72	TIME	190.50
[redacted]	[redacted]	FORTUNE	176.00
FORTUNE	334.75	NEWSWEEK	169.83
NATION'S BUSINESS	25.36	NATION'S BUSINESS	11.52

INDUSTRIAL DEVELOPMENT ADVERTISING

1952	Pages	1st 6 months 1954	Pages
BUSINESS WEEK	48.16	[redacted]	
[redacted]	[redacted]	BUSINESS WEEK	49.10
FORTUNE	19.50	FORTUNE	34.25
NEWSWEEK	19.11	NEWSWEEK	8.19
TIME	10.26	NATION'S BUSINESS	2.00
NATION'S BUSINESS	7.07	TIME	.67

FINANCIAL ADVERTISING

1952	Pages	1st 6 months 1954	Pages
BUSINESS WEEK	110.77	[redacted]	
[redacted]	[redacted]	BUSINESS WEEK	73.74
NEWSWEEK	76.53	TIME	42.72
TIME	63.90	NEWSWEEK	41.10
FORTUNE	18.75	FORTUNE	22.50
NATION'S BUSINESS	15.52	NATION'S BUSINESS	6.01

AVIATION, ACCESSORIES AND EQUIPMENT ADVERTISING

1952	Pages	1st 6 months 1954	Pages
NEWSWEEK	97.10	[redacted]	
TIME	77.69	TIME	56.34
[redacted]	[redacted]	NEWSWEEK	52.67
BUSINESS WEEK	44.74	BUSINESS WEEK	25.17
FORTUNE	11.00	FORTUNE	2.75
NATION'S BUSINESS	2.00	NATION'S BUSINESS	1.00

MEDIA PROMOTION ADVERTISING

1952	Pages	1st 6 months 1954	Pages
[redacted]	[redacted]	[redacted]	
BUSINESS WEEK	74.08	BUSINESS WEEK	23.09
NEWSWEEK	57.29	NEWSWEEK	16.10
TIME	41.87	TIME	12.18
FORTUNE	37.25	FORTUNE	10.50
NATION'S BUSINESS	4.36	NATION'S BUSINESS	2.71

COMMUNICATIONS AND PUBLIC UTILITY ADVERTISING

1952	Pages	1st 6 months 1954	Pages
BUSINESS WEEK	126.63	[redacted]	
[redacted]	[redacted]	TIME	52.55
NEWSWEEK	96.24	NEWSWEEK	50.57
TIME	64.66	BUSINESS WEEK	48.70
FORTUNE	29.50	FORTUNE	19.00
NATION'S BUSINESS	19.64	NATION'S BUSINESS	11.34

FREIGHT TRANSPORTATION ADVERTISING

1952	Pages	1st 6 months 1954	Pages
BUSINESS WEEK	182.84	BUSINESS WEEK	94.05
NEWSWEEK	130.16	[redacted]	
TIME	128.10	NEWSWEEK	50.68
[redacted]	[redacted]	TIME	50.24
NATION'S BUSINESS	40.29	FORTUNE	19.25
FORTUNE	33.00	NATION'S BUSINESS	17.04

Gains in important consumer advertising, too

Within the past year alone, "U.S.News & World Report" registered the big gains in these pace-setting consumer categories:

Biggest page gains among all magazines in PASSENGER CAR ADVERTISING *(1st 7 months)*

Biggest page gains among all magazines in LIFE INSURANCE ADVERTISING

Biggest page gains among all magazines in RAILROAD ADVERTISING

Biggest page gains in the field in ALL TRANSPORTATION ADVERTISING *(Second only to Holiday among all magazines)*

Biggest page gains in the field in AIRLINE ADVERTISING *(Second only to Holiday among all magazines)*

Now that advertising has really rolled up its sleeves—one magazine is scoring the big gains

Why?. . . New values in coverage of best markets?—yes! Convincing evidence of "impact" on these best customers?—yes! Dollars and cents economies in coverage costs?—yes! All these and many more.

Yet the underlying reason for this ability to become more useful to more and more advertisers could be much simpler. It could be simply because "U.S.News & World Report's" special kind of news reporting is becoming more and more useful to more and more of the important people, up and down the managerial ladder in all phases of business, industry, government and the professions. And advertisers have found that this is the coverage they must have in order to make sales. Just that simple. It could also be a good clue to how to strengthen your own advertising plans in the important time ahead. It's easy to check.* Try it.

Now more than
700,000
net paid circulation

A market not duplicated by any other magazine in this field

*—For full information, write our advertising office at 30 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, San Francisco, and Washington.



more circulation...
IN TEXAS
than any other newspaper



*AVERAGE ABC CIRCULATION FOR 6 MONTHS ENDING MARCH 31, 1954

The Fort Worth Star-Telegram has long been a leader in newspaper circulation in Texas

This leadership continues to grow, and as it does more readers become prospective customers for advertised products.

Since the ABC Publisher's Statement for September 30, 1953, the circulation of the Daily Star-Telegram (morning and evening combined) has increased 4,811. During the same period Sunday circulation has increased 10,258. Latest figures based on ABC Publisher's Statement for March 31, 1954.

It is easy to understand why the circulation of the Star-Telegram has continued to mark substantial increases in both Daily and Sunday circulation when you realize that the Fort Worth Market has shown outstanding growth in population. Sales Manager estimates that 2,008,400 people live within the Fort Worth market. Of this number 458,300 reside in the Metropolitan area.

The Fort Worth Star-Telegram is an influencing factor in the minds of these people. They look to the Star-Telegram for news and your advertised products.

FORT WORTH STAR-TELEGRAM
AMON G. CARTER, Publisher
AMON G. CARTER, JR., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS
Without Use of Contests, Schemes or Premiums — "Just a Good Newspaper"

LETTERS

THOSE CAR SALESMEN AGAIN

Ever since I left New York I have been trying to buy a car. I heard so much about bargains I had determined to find one this time.

Briefly, here's the picture. I have been offered $700, $900, $1,100, $1,250, $1,500 and $1,525 for my old car. Not *one*, out of some 15 salesmen who asked me to sit in a car, told me whether the model was a six or an eight, or made any attempt to convince me his car was suited to my needs. I shopped three Dodge dealers in Chicago; two Lincoln dealers, two Dodge dealers in Dallas; one Lincoln, one Dodge dealer in San Antonio; the Lincoln dealer in San Marcos, and the Ford and Lincoln dealers here in Lockhart.

The Chrysler building turntable showed a Dodge in July priced at $1,995 delivered in New York. The lowest-price Dodge quoted me has been $2,600—they hang radios, heaters, undercoating and many other extras on each car. Here in Texas a heater is superfluous. But it seems impossible to buy a car without one. . . My wife and I saw a sign on a Dallas street, "New Lincoln, Delivered Dallas $1,988." We stopped in. They were just out of a car that would sell for $1,988. All their models had everything but Christmas trees on them. I started to walk out and the salesman asked me, "Tell us what you will take for your old car—we haven't sold a car in two days and are hungry enough to make a wild trade."

Seems to me the whole automobile industry needs to wake up. I am well aware of all that has been written about automobile selling—but never dreamed it was really as bad as it actually is.

The whole industry is taking huge ads offering wild trades, highest trades, crazy trades—yet the chief result is to infuriate a customer who falls for these comeons.

Eugene Whitmore

Lockhart, Tex.

SALES STORY WITH A PLOT

As part of our future sales promotional program we are planning a small trade newspaper to be sent to the cemetery industry. This paper is solely designed for the information of sales executives and salesmen in the field. Obviously the approach to their problems is quite different from any in other fields. We have been a subscriber to your magazine for some time and have found that the information has been of great value. Knowing the general run of salesmen in the cemetery field, we are sure they would never just sit down and read a magazine. Your permission to reprint certain of your articles gives us the opportunity to help them to sell our product better.

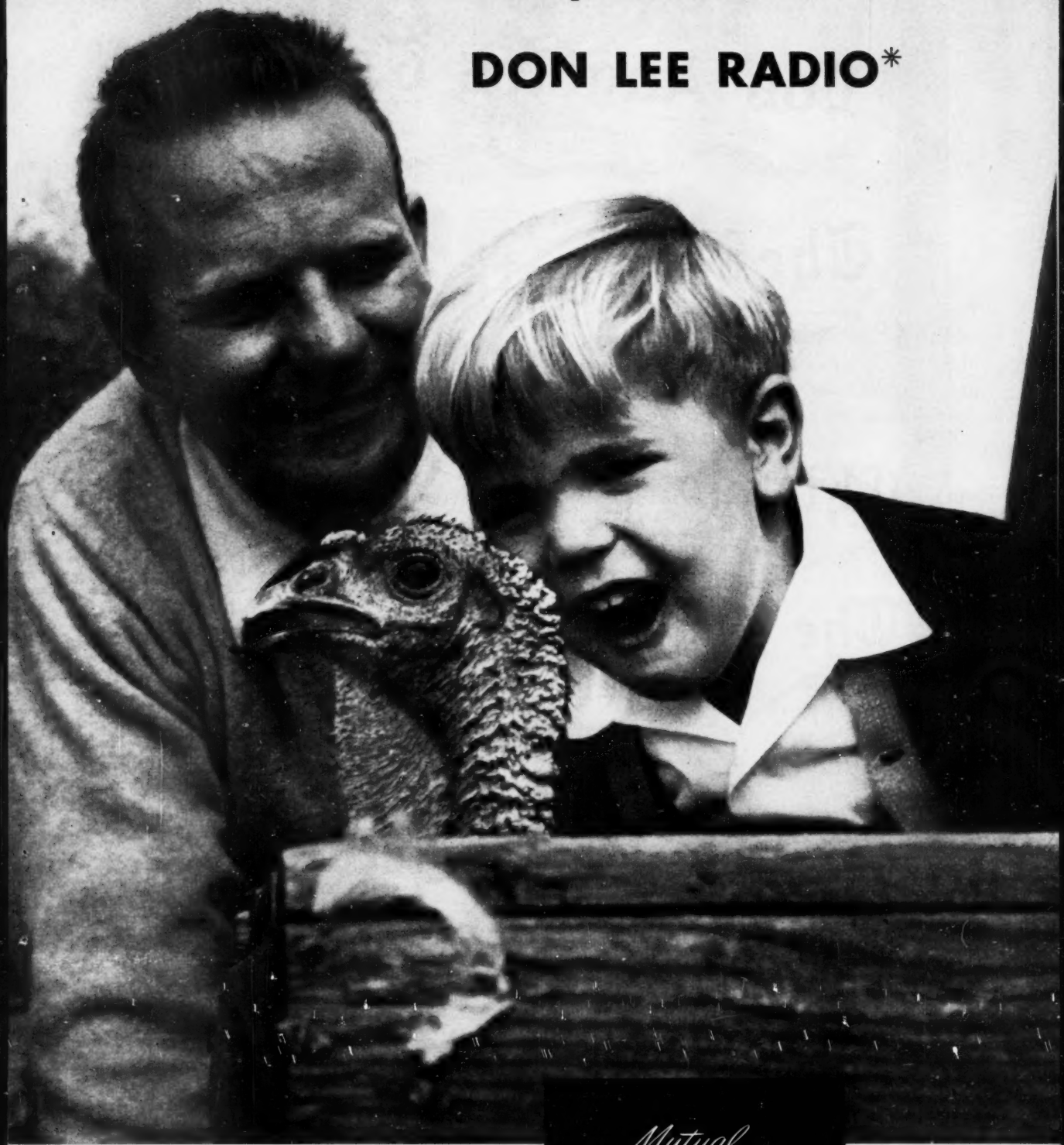
J. Robert Guckert

Sales Promotion Manager
James H. Matthews & Co.
Memorial Bronze Division
Pittsburgh, Pa.

They live on the Pacific Coast...

they listen to

DON LEE RADIO*



***Don Lee IS Pacific Coast Radio**

... the *only* network with "point-of-purchase" penetration paralleling the local buying habits of 16½ million people ... the *only* network with stations in 45 important Pacific Coast markets ... the nation's *greatest* regional network ...

Mutual
DON LEE
RADIO

Don Lee Broadcasting System
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.


Los Angeles Times
EQUAL RIGHTS
LIBERTY UNDER THE LAW
TRUE INDUSTRIAL FREEDOM
MONDAY MORNING, APRIL 1954
The New York Times.
NEW YORK, WEDNESDAY, APRIL
Chicago Daily Tribune
THE WORLD'S GREATEST NEWSPAPER
Founded June 10, 1847
THURSDAY, MARCH
The Detroit Free Press
On Guard for Over a Century
Established in 1831
36 Pages
NEW YORK
Herald Tribune
European Edition Published Daily in Paris
SUNDAY, FEBRUARY
The Philadelphia Inquirer
PUBLIC LEDGER
An Independent Newspaper for All the People
SATURDAY MORNING, APRIL

Which paper prints the most news?

There are 1785 daily newspapers in the United States, all operating on the general principle that the first job of a newspaper is to print the news.

But some newspapers print more news than others. One newspaper prints more news than any other newspaper in the nation, which means more news than any other newspaper in the world.

That newspaper is not published in New York, as you might expect, nor in Chicago, Philadelphia or Detroit. It is published in Los Angeles. It is the Los Angeles Times.

Last year, according to Media Records the Los Angeles Times published 17,095,577 lines of news and editorial features in its weekday editions, and 9,090,342 lines on Sundays, for a total of 26,185,919 lines. This is the equivalent of 11,133 full newspaper pages devoted exclusively to news and features—all published in The Times during 1953.

Runner-up in news volume was the New York Times, which published 24,090,572 lines of news and editorial matter during 1953 — 2,095,347 fewer lines than the Los Angeles Times. The New York Herald-Tribune came in third.

This news leadership continues in 1954. For the first eight months of this year, The Times again published more editorial or news material than any other newspaper in the United States, according to Media Records.

The leadership of the Los Angeles Times in news and feature content is a reflection of the continuing effort to make The Times a complete newspaper — a newspaper designed to keep Southern California families fully informed, to give all the news, presented in keeping with the precepts of good taste.

This complete and straightforward presentation of the news, added to an honest and courageous editorial policy and an array of informative and entertaining features, forms the combination which has made The Times the leading newspaper of western America.

The Times leads in circulation and public acceptance because hundreds of thousands of Southern California families have discovered that the motto published on the front page of The Times, "All The News All The Time" becomes a reality every morning of the year.

The Times, which has served Southern California since 1881, is first by far among all the newspapers of western America . . . first by far in public service, in circulation and in advertising.

LOS ANGELES Times

REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

on November 13

watv *channel*

13

will be the FIRST

with the MOST

in Metropolitan New York

Television Center, Newark 1, New Jersey





"AND AWAY WE GO!" . . . Using your credit at a filling station is as quick as starting your engine if you have one of the new Credit Check books. IBM originated the system and it has spread to all sections of the country.

Faster than Cash: Gas the Pre-Punch Way

The salesman driving the black two-door pulled up to the gas pump. "Ten, regular," he called to the attendant and reached into his glove compartment. While the attendant filled the tank the salesman made a few notations in what looked like a check book he had taken out of the compartment. His eye roamed to the pump as it stopped.

When the attendant had finished wiping the windshield and appeared at the window of the car, the salesman tore a chit from the book, murmured, "You're welcome," and was on his way.

The salesman was one of the hundreds of thousands of users of one of International Business Machines' more popular inventions—the IBM Credit Check Plan. Some of the country's largest petroleum companies—Sun Oil Co., for instance—have replaced their old-fashioned courtesy cards with this many-advantaged and simple plan.

And here's how it works: The applicant for a credit card with one of the oil companies that uses this "pre-punch" card, is given a book containing, usually, 20 coupons. Each of these coupons—which, like a bank book, has stubs for the owner's use—is pre-punched with certain information. Each carries the name of the customer, his address, his account number with the company. While they may vary according to individual company needs, each has a space for purchases, broken down by commodity.

When the customer has used up his book of credit checks he is, if he has paid his account properly, automatically sent a new one—which, most often, carries five more checks than his original.

To use the checks the customer need only fill in the amount he has

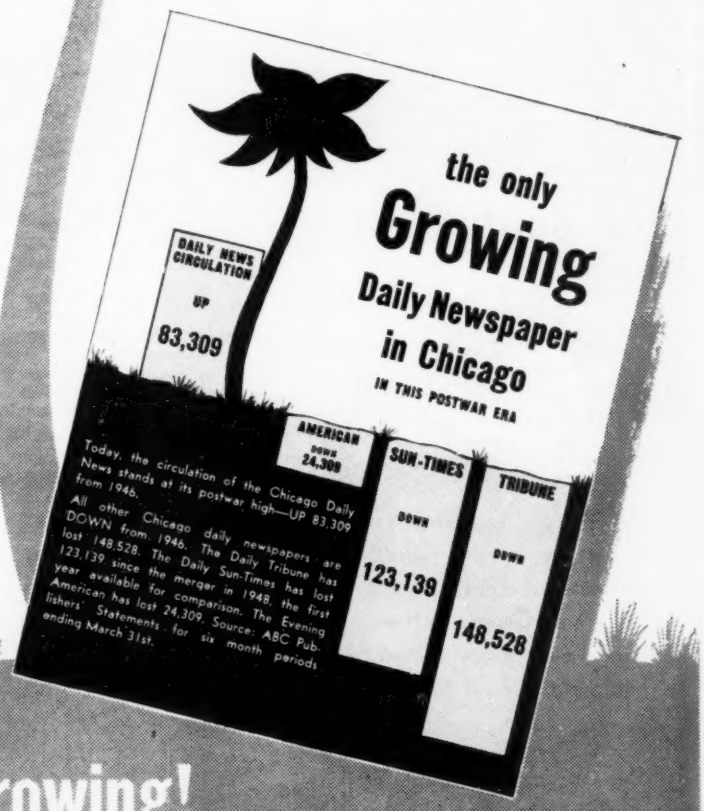
HIGHEST SEPTEMBER
IN DAILY NEWS HISTORY

DAILY

Average circulation of the Chicago Daily News for September, 1954, was 580,481, **29,243 higher than for September, 1953,** and the highest September daily average in this newspaper's history.

SATURDAY

Average circulation of the Chicago Daily News for September, 1954, was 572,439, **33,203 higher than for September, 1953,** and the highest September Saturday average in this newspaper's history



...and still growing!

CHICAGO DAILY NEWS

• CHICAGO • NEW YORK • MIAMI • DETROIT • SAN FRANCISCO • LOS ANGELES

ILLINOIS' 6th MARKET*

*Chicago excluded



- BLOOMINGTON'S DAILY PANTAGRAPH is carrier delivered in 83 cities and towns
- Second largest of 74 evening papers in Illinois*
- NOW SERVING A STANDARD METROPOLITAN COUNTY AREA of 121,779 people
- $172,300,000 in retail purchases yearly by Pantagraph subscriber families!

Write for full information on important merchandising helps.

Represented by Gilman, Nicoll & Ruthman

BLOOMINGTON-Normal 43,935 PLUS MARKET 77,744

The Pantagraph



To move warehouse inventory in the Quad Cities—advertise where 57% of Quad Citians live — in Rock Island, Moline and East Moline.

•

They read these newspapers:

The ROCK ISLAND Argus

The MOLINE Dispatch

THE ALLEN-KLAPP CO., National Representative

spent at the station. And he needn't, actually, do that. The attendant will do it for him. But in the case of Sun Oil, a recent survey showed that at least 75% of its credit check customers preferred to do their own simple paper work and save a few seconds.

And saving of time—both customer's and attendant's—is but one of the advantages of the idea. It benefits the company, too. No longer need home office accounting crews go quietly mad trying to dope out the figures and names on slips sent in by attendants who wrote them in a hurry. And for the company there is the very positive advantage of using the credit check plan as an almost automatic credit check. With customers using the old-style credit card, the oil company was at the mercy of any unscrupulous individual who took advantage of a rushed attendant without sufficient time to check the long list of dead beats the company circularized. Using the new credit check plan the company shuts off the dead beat's credit by the simple expedient of refusing to send him another.

Today, with millions more cars, post-war, on highways which were built to pre-war standards and traffic, operators of garages and filling stations are hard put to handle the business. In many instances it is not practical for the operator to enlarge his facilities due to lack of land in urban areas and too high costs of building even where land is readily available. The operator has thus been faced with only one alternative: speed up his existing operation, streamline it, make it more efficient. And there are precious few ways of achieving this, even with additional help. For the number of pumps at any station is necessarily limited, due to space.

How to Sell More Gas . . .

IBM believes that the really practical solution to the problem is to reduce the time each motorist spends at the pumps. And the Credit Check system solves the difficulty without aborting any possible source of extra sales. Time studies have shown that the Credit Check system uses only about one-third as much of the attendant's time as does the usual credit card operation.

For the gas station dealer there are innumerable benefits: He need no longer lose the customers who see that all his pumps are in use and drive on. Because it takes less than half a minute to complete the transaction he gets customers quickly on their way. He need not walk back into the station to ring up the sale, make change and then return with it to the customer. He is assured of more accurate billing to his customers. And, finally, he has a made-to-order sales tool, at the local level, for new accounts.

Furthermore, he doesn't have the old worry that formerly went hand in glove with the green help he sometimes has to use. Especially in summer, with out-of-town trade and the ensuing rush, the youngster he hired often fell down. Too often the lad would forget to have the customer sign the invoice. And when he did he might make a slip-up on the invoice itself.

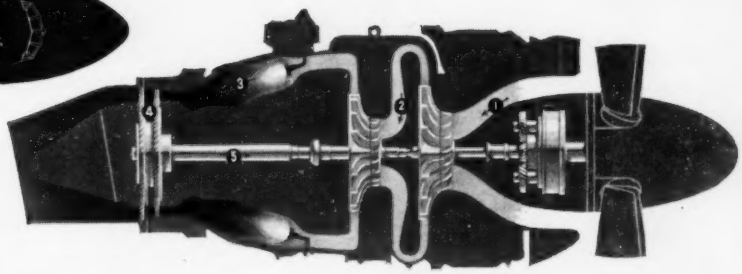
For the customer the advantages are obvious. He won't, if he has one of the books, be bothered with a glove compartment full of invoices he's collected in his travels. He needn't wait that interminable span for a slow attendant to fill out the invoice. He will have a permanent, easily-kept record of his purchases which, in the case of salesmen, will facilitate his company's bookkeeping.

IBM thinks there are companies other than petroleum that might use the system to advantage: A bank could use it for mortgage accounting. In such a case the credit card system would obviate the need for sending out advance notices of payments due. The system could be used nicely for Christmas and Vacation Club plans. (It is already in use in some sections of the country.) And, finally, any instalment plan could be serviced with it.

Capital Airlines

VISCOUNT

POWERED BY ROLLS-ROYCE



THE ROLLS-ROYCE PROPELLER-TURBINE ENGINE

OPERATING CYCLE: (1) Air is drawn into the engine through an annular air intake and (2) directed to a two-stage centrifugal compressor. (3) This compressed air is then forced to seven straight-flow combustion chambers where it is mixed with low volatile kerosene and ignited. (4) The tremendous energy created drives a two-stage axial-flow turbine. (5) The turbine power is transmitted by a shaft to drive the engine compressor and then through a high ratio reduction gear to drive the propeller.

The Magic of a Name... ROLLS-ROYCE

For forty years Rolls-Royce aero engines have written aviation history — and the four propeller-turbine (turbo-prop) engines that power the Capital Viscount* represent Rolls-Royce's latest engineering achievement.

Cruising at 335 miles an hour, the Capital Viscount will take you to your destination swiftly and in supreme comfort — almost completely free from cabin noise and vibration.

*Pronounced Vi-Count

The Capital Viscount will be serving you soon — watch for the announcement!



Capital AIRLINES

SWIFT, SMOOTH, SILENT, SURE



To sell more where more is sold...

it's FIRST 3 FIRST!

One out of every four consumer units residing in the 3 compact city and suburban markets of New York, Chicago and Philadelphia earns $6,000 or more per year. This is 62% greater than the average for the remainder of the U. S., and is one of the reasons why these 3 top markets account for 18% of Total U. S. Retail sales, ⅛ of Drug sales, ⅛ of Food sales, ⅛ of Furniture and Appliance sales, and over ¼ of U. S. Apparel sales.

First 3 Markets Group's heavier concentrated advertising power is needed in these 3 outstanding markets because in these areas, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In the New York, Chicago and Philadelphia markets *there is no substitute* for FIRST 3 MARKETS' coverage of nearly 2 out of every 3 families. To make your advertising sell *more* where *more* is sold ... it's FIRST 3 FIRST.



The group with the Sunday Punch

FIRST 3 MARKETS GROUP

Rotogravure • Colorgravure

New York Sunday News
Coloroto Magazine
Chicago Sunday Tribune
Magazine
Philadelphia Sunday Inquirer
"Today" Magazine

New York 17, N. Y. News Building, 220 East 42nd Street, VAnderbilt 6-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery Street, GArfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

the Christmas gift that's sure to get home!

(to your employees, customers, relatives and friends)



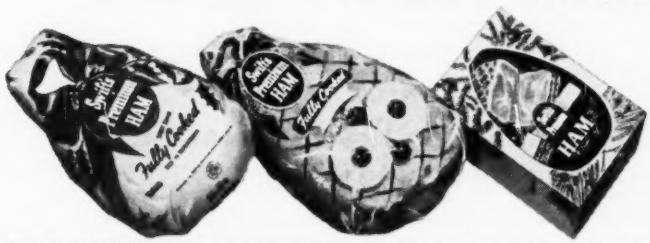
One quick telephone call to your favorite food store takes care of *all* your Christmas shopping!



Who do you know who wouldn't be thrilled to receive a big festively-wrapped Swift's Premium Ham at Christmas?



And when it gets home here's one gift that's really appreciated . . . shared by *your* friends, employees and customers with *their* friends and families. How else could you please so *many* fine people with just one gift?



YOUR CHOICE: **1. Hardwood smoked,** ready for easy cooking at home. **2. Fully cooked,** caramel-glazed and fruit garnished. (Also unglazed, without fruit.) **3. Canned,** boneless, skinless, fully cooked. Hams 1 and 2 gift-wrapped. All hams also available in gift boxes.

Swift's Premium Ham in Holiday Packages

Another great gift! Swift's Premium Sweet-Smoked Bacon in special Christmas-wrapped pound and half-pound packages or by the slab.

No Matter
How Much Money
You Spend—

No Matter
How Much "Color"
You use—

—you can't cover
The Detroit Times
"HALF"
of the Detroit Market
without advertising
in
The Detroit Times.

5% of Detroit area families are in the $10,000 or more income bracket. 29% have an income of $5,000 to $10,000 and 64% have an income of $5,000 or below. (U. S. Census) The ratio of Detroit Times circulation among income groups in the Detroit area follows this same pattern. Thus Detroit Times advertisers are assured of equitable coverage among all income groups.

The Detroit Times "HALF" of the Detroit Market Is Just as Important as the "Other Half"

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

Political Appeal of Salesmanship

People outside of the State of Connecticut may be startled to learn that the words "salesmanship" and "No. 1 salesman" were used almost every day by one of the candidates, A. A. Ribicoff, Democratic candidate for governor.

Further, Candidate Ribicoff, who in two terms in Congress earned the title "Candid Congressman from Connecticut," declared that the Governor's mansion should be used as a place to entertain businessmen interested in locating their plants. Naturally, Abe Ribicoff had in mind the location of industry in Connecticut.

It may be, as result of Abe Ribicoff's example, that other candidates will take up the merits of salesmanship and extoll their benefits to our economy.

The leveling off of business is a reminder that business does not always come in over the transom. It's a further reminder that salesmen perform an economic function for their companies. The people who work in plants and offices are now more conscious of this fact.

So Abe Ribicoff was on sound ground when he based a large part of his campaign for the governorship on the need for economic growth of the state and when he promised day after day to be the state's "No. 1 salesman."

Economics does not have the political sex appeal of a good scandal, or an implied thought that an opponent might sell out his country to the communists. But we suspect that people respect a man who talks economics to them.

During the campaign, a group of 68 business and professional people from Oklahoma toured New England and a team of them visited in Connecticut. In all, they made some 500 planned sales calls, seeking to secure branch plant operations for Oklahoma. Oklahoma's governor had written to Connecticut businessmen, asking them to give these 68 "salesmen" a hearing. Of course, Connecticut businessmen did, and they respected Oklahoma for seeking to sell them. One president said, "We need to do that for Connecticut."

Abe Ribicoff, in speech-after-speech, pointed out that Connecticut's government was not spending a single cent to advertise either the state's attractions as a site for industry, nor as a fine place in which people from the other 47 states could take a vacation.

Perhaps salesmanship will become a standard part of our politicians' vote-getting appeals.

P.S. Abe Ribicoff won the election.

Industrial Markets Are Local, Too

The slogan "All markets are local" has been repeated so many times by newspapers in their promotion that the statement is a readily accepted fact. It was not always so.

"All markets are local" applies just as much to people who buy products of an industrial nature: raw materials, maintenance and

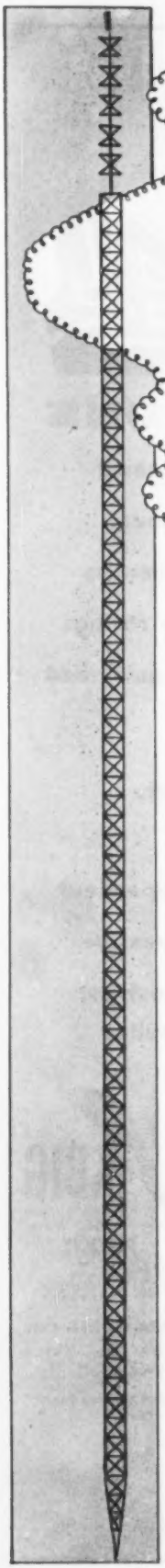
Only 4 STATIONS
are powerful enough
and popular enough
to register audiences
in radio survey ratings
of both Los Angeles and
San Diego.

Of these top four,
KBIG is

- the only independent
- the least expensive
- the lowest cost per thousand families



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205
Nat. Rep. Robert Meeker & Assoc. Inc.



WWJ-TV's TALLEST TOWER- MAXIMUM POWER means EXTRA coverage!

WWJ-TV COVERAGE AREA

Population—1954		**5,621,700**
Families—1954		**1,607,800**
Television Sets (Sept. 1954)		**1,386,000**
Family Buying Income—1953		**$6,105**
Total Retail Sales—1953		**$7,030,876,000**
	Food Sales	*$1,643,579,000*
	General Merchandise	*$ 779,521,000*
	Furniture-Household	*$ 329,401,000*
	Automotive	*$1,737,585,000*
	Drug	*$ 252,123,000*

By every measuring rule, WWJ-TV is your best TV buy in a market where family income is the highest in the nation. With the tallest tower . . . with maximum power . . . with the greatest audience loyalty . . . WWJ-TV can do the most effective, most far-reaching selling job for YOUR product. See your Hollingbery man for availabilities.

In Detroit . . .
You Sell More
on channel 4

WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS
• *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

operating supplies, O.E.M., capital equipment, and products used in capital construction.

If we do not think of all industrial markets as local, probably it is because there are not so many "local" statistics such as population, effective buying income, sales by merchandise categories, and distribution of incomes by spending units, as there are for the marketers of consumer goods.

But there are statistics of great usefulness to marketers of industrial products. We present them in this issue of SALES MANAGEMENT. They are the figures on employment in 19 industries in the counties in which there is significant employment. This much-needed information . . . available nowhere else (not even in the Government's Census of Manufacturers) . . . provides the only nation-wide panorama of 1954-55 industrial potentials. It is especially useful to companies selling to specific industries or to industry generally, and to industrial workers.

"Most companies determine their share of market [participation]," points out N. R. Ladabouche, market research manager, *Steel*, "at the national level as a means of weighing the effectiveness of the over-all sales job." But is this enough?

Most sellers of consumer goods products once did the same thing. But the company today operating only on national-level data would soon be out of business.

Many industrial companies still compute a sales "potential" for each territory based upon their own sales records plus a national figure for their industry. It is not always recognized, but they are not measuring the true potential, only present customers.

Ladabouche, in his article "How to Determine Sales Territory Potentials" (SM, Sept. 1, 1954, p. 84), points out that it is possible to take two additional steps to find out what is happening in "local" markets or sales territories when you sell industrial goods.

The first additional step is to find a statistical series—the employment figures for 19 industries reported in this issue of SM, for example—and to apply the series to each of your sales territories. Now you are getting at the true potential of each territory. No longer is it necessary to depend upon past sales records—of existent customers alone plus an educated guess as to how much more business might be available.

Now it is possible to take the second additional step: to translate the percentage of potential in each territory into a dollar potential for each territory, and then to compare it with your dollar sales and your share of the market.

Now you won't have to wonder as much about the quality of the selling job being done in each of your territories. You may find that the boys in the Chicago office are good because they have a potential—unknown to you—which is so great that they are really skimming the market. Now you'll have more than hunch to depend on if you decide to add another salesman to the territory to realize the true potential. Or you may not have been fair in "riding" another salesman for his volume.

The industrial employment figures in this issue are an important tool for industrial marketers. We know how some of you are applying these data. We would like to hear from all of you on ways you have found to get more out of this marketing information. Your comments will be welcome, and by passing them on, you'll be making a contribution to the field of professional industrial marketing.



To the
Circulation Dept. of
THE PACKER
(from the Copy Dept. of
your Advertising Agcy.)

THANX, Jim:

You have no idea how your latest ABC circulation figs. for The Packer have boosted the morale of us boys who write The Packer ads.

For months, now, we've been telling how The Packer "reaches the top men and firms who represent more than 80% of the Fresh Fruit and Vegetable Industry's buying power"..."a market of over $7 billion"...with The Packer's circulation of "almost 15,000."

It was that word "almost". It just didn't fit into a copywriter's vocabulary. It's weak. It lacks the old zing. It's a sour note in the most singing copy.

NOW you have eliminated it from our Packer copy style sheet. From this day on we can tell all those who want to reach the leading shippers, growers, processors and marketers of Fresh Fruits and Vegetables that...

THE PACKER DOMINATES THE FF&V MARKET WITH MORE THAN 15,000 CIRCULATION! (Net pd. ave. circ. ABC, Publisher's Statement, 6 months ending June 30, 1954, 15,017).

Again, Jim – THANX

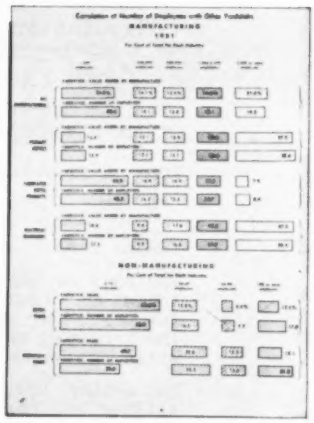
Ed

THE PACKER
PUBLISHING CO.
201 Delaware St. Kansas City, Mo.

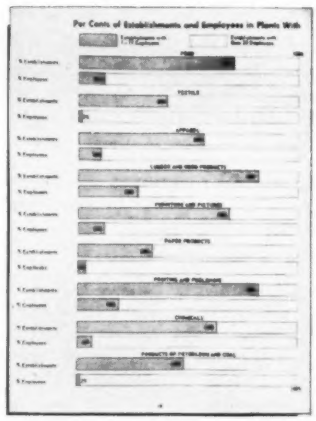


New McGraw

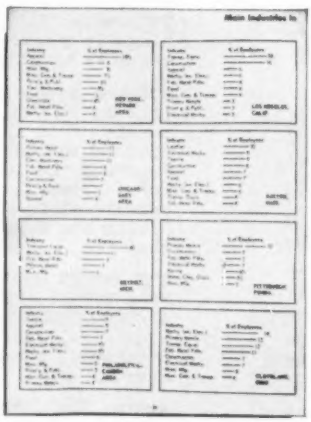
Your Sales



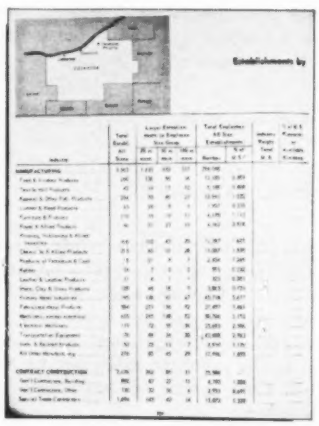
This chart shows the importance of each industry as measured by employment and value added by manufacture.



Four pages of charts show percents of establishments and employees in plants with less than 20 and more than 20 employees.



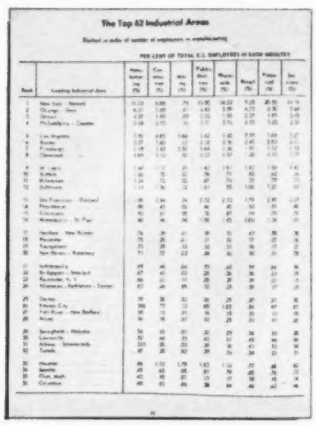
Eight pages of charts show major industries which account for at least 70% of the employment in each of 62 leading industrial areas.



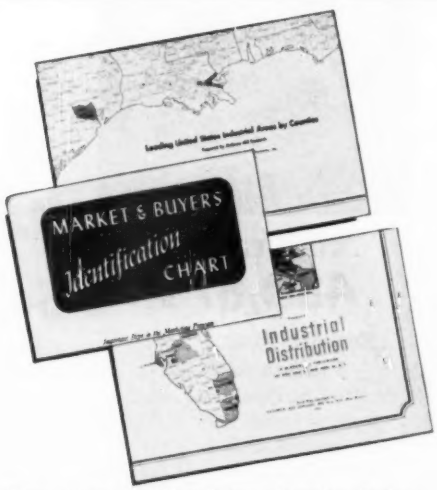
There are statistical charts for 62 "Leading" Industrial Areas; 27 "Balance of State" Areas; 22 "Whole State" Areas . . . plus suggestions on how to use the Worksheet tables.

-Hill Workbook

Guide to Industrial Markets



62 top industrial areas are ranked in order of number of employees for eight major business and industrial classifications.



Two 40" x 27" Wall Maps showing Industrial Areas and Industrial Distributors, plus a "Market and Buyers Identification Chart" are included with the Workbook

HERE, IN A SINGLE BOOK, is one of the most complete presentations of industrial sales statistics ever made generally available.

If you sell to industry you will want this Market Planning Workbook. It charts 111 geographical area yardsticks of activity for 36 manufacturing and non-manufacturing industries.

The Workbook is completely flexible. Whether you sell an entire product line or a single product, nationally or regionally, to the original equipment market or end user market . . . you'll find the data adaptable to your needs.

How to Use the Workbook to Increase Sales

McGraw-Hill's Industrial Market Planning Workbook can be used to analyze and determine sales concentration . . . to line up new sales territories . . . to compare sales with potential markets, by area and by industry . . . to speed up statistical sales functions as well as to aid in solving any number of other sales problems.

How to Get the Workbook

The preparation and publishing of this volume has involved two years of intensive research and the expenditure of many thousands of dollars. To defray a portion of the expense, a price of $20.00 has been established for the book. Your McGraw-Hill salesman, or the nearest McGraw-Hill office, has copies. Call or write now to arrange for an examination of the book and a demonstration of its features.

McGRAW-HILL FOR BUSINESS

McGRAW-HILL PUBLISHING COMPANY, INC.

330 West 42nd Street, New York 36, N. Y.

HEADQUARTERS FOR BUSINESS INFORMATION

Whatever your product or your service, you will get more for your advertising dollar by using

The South's best seller!



THE ATLANTA JOURNAL-CONSTITUTION MAGAZINE GIVES YOU more Georgia readers than do the top five weekly magazines and top five women's monthly periodicals combined. It reaches more Georgia families for you than do the top five in each: the shelter group, romance group and fashion group combined.

Add to its tremendous state-wide circulation the impact of local editing, the fidelity of gravure reproduction . . . and The Journal and Constitution Magazine's remarkable record of *selling* is understandable. To sell the Georgia market this magazine should be the *first* medium selected for any list.

CIRCULATION

488,879

Reaches 4 out of every 5 urban families in Georgia

THE ATLANTA **Journal and Constitution** MAGAZINE

Represented by Kelly-Smith Company

No Matter How Bad Business Is Nationally . . .

Actually business isn't bad at all and we will end up the year with totals close to 1953 and well ahead of any year except that ultra-prosperous one. Retail sales will be off a trifle but the total of retail sales and *services* will hit a new all-time high. Production may be down about 10% because we had to reduce inventories and income will take a minor dip.

But even if there were a serious national recession, we would find one of our selling problems unchanged—that of doing an intelligent job of *selective* selling.

Whether times are good or bad or indifferent, we can't operate under the assumption that the nation is one big unified market. The national averages are made up of a conglomerate of statistics. There never was—there never will be—a time when all market areas are up or down uniformly.

The only practical value that national averages have is to serve as a yardstick for measuring the differences between markets and their potentials. That's the keynote of this Nov. 10 issue—a measurement of *differences*.

It is timed for your 1955 planning of salesmen and territorial quotas and of advertising promotions. For a better understanding of possible uses see page 36, "How This Issue Can Help You."

WHAT'S BOTHERING SALES EXECS?

The Sales Executives Club of New York conducted a questionnaire among its members to find out which subjects are the most important, and nearest and dearest to their hearts, with the idea of having a series of round-table clinics early next year.

The top subjects were:

1. Effective, Low-Cost Ways to Measure Market Potentials.

2. How to Set Sales Volume and Expense Budgets.

3. How to Appraise the Sales Contact Work Load.

This issue of SALES MANAGEMENT was planned long before we even knew that such a questionnaire by the SEC was in the works—but if we had had the gift of divination we couldn't have come closer in providing the information most needed by sales executives—through the combination of this issue and the more detailed data in the May 10 *Survey of Buying Power.*

THE CRYING NEED FOR FACTS

It's not exactly news that the makers and distributors and dealers of air conditioning appliances have had a rough year. Sales actually hit an all-time high in number of units sold, but the makers were so unduly optimistic that they overproduced to a point where inventories are truly staggering. It is estimated by reliable authorities that the inventory in the hands of manufacturers, distributors and dealers is somewhere in the neighborhood of 700,000 units and this is larger than the estimated 1954 sales total of 630,000 units.

How could this happen? For one thing, there was a tremendous expansion in number of brands on the market. Everybody and his brother decided to get into the field and within a very short period the number of brands jumped from around a score to 130, although the actual *manufacturing* was concentrated among 25 companies.

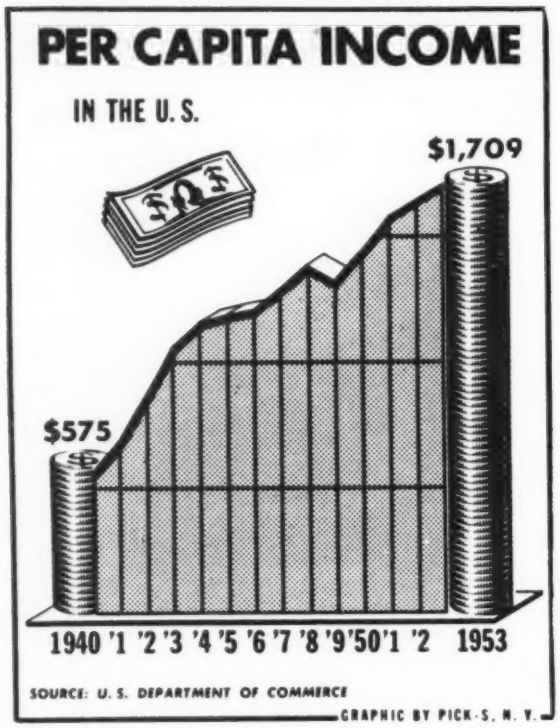
With no continuing sales research and with no pooling of trade information, every manufacturer was forced to operate on his own individual judgment—and hope, when he set his production schedules. One manufacturer who came out relatively unscathed started out with a goal of 300,000 units, reduced it to 240,000 in May and cut back drastically so that his total production for the year was 120,000, or only 40% of his anticipations.

The makers of television sets made a similar mistake four years ago—after the bloom was off the market in the original TV cities and before the government permitted the erection of stations on a national scale. What they did about it might be used as a model for the sorely distressed air conditioning industry. They set up a research committee that employed scientific research methods for determining factory production and inventories, distributor inventories and sales and retail inventories and sales. Prior to that time the industry overproduced at one moment and underproduced the next. . . Now factory production is closely geared to what the market will absorb.

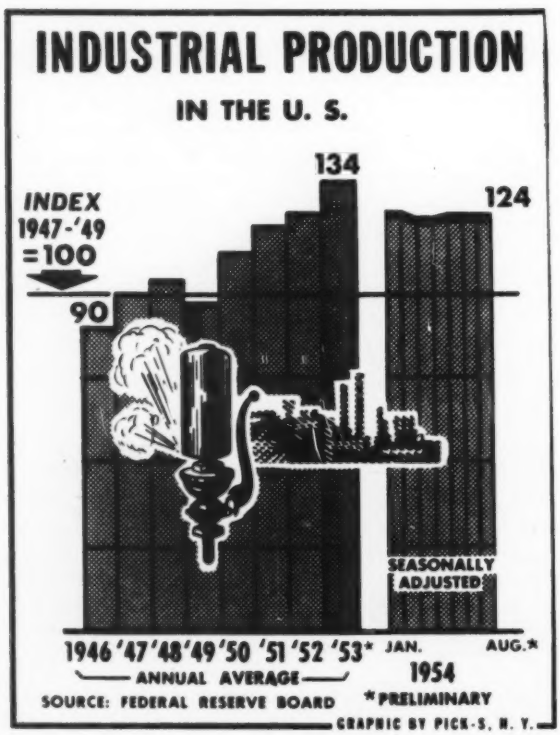
DISTRIBUTORS AND DISCOUNTERS

One of our reader-friends was trying to sell a New York distributor of appliances. The distributor wasn't in a buying mood. Business was lousy. The discount houses were spoiling the whole distributor picture. They were raising so much hell he was seriously considering the drastic step of liquidating his business. He couldn't operate on a 5% margin.

Just at that moment his secretary took an outside call. . . . After a minute she turned around to the boss and



Averages, averages, AVERAGES! They have their place, but the U. S. isn't one big market. It is a conglomeration of individual markets, some bounding ahead, others lagging. This issue of SM pinpoints leading cities for retail sales and income, and more than a thousand counties for industrial potential.



said, "It's Masters (a top discount house operating in New York, Washington, D. C., and Florida) and they want to know whether we can rush them another 100 of model FB-3."

The appliance distributor blushed—before he said "yes."

TV CLOSED CIRCUITS— FOR SALES CONVENTIONS

During the first nine months of the year, American industry spent approximately $1,500,000 for closed circuit conventions of salesmen, distributors and dealers to unveil new products, outline sales policies and invigorate morale. Nine business meetings were carried by theaters and a couple of dozen were seen in hotels or in TV studios. The largest number of theaters on a business, closed circuit hookup was 39 for a Ford Motor Co. presentation. Depending on location and time of the program, theaters have been getting between $400 and $750 as rental fees for the use of the house and the closed circuit equipment.

Ford, Chrysler and Pan American World Airways each used the TV closed circuit medium twice during the year. Other companies include National Dairy Products Corp., Frankfort Distillers Corp., International Business Machines Corp., The Frank H. Lee Co. (Lee and Disney hats), Smith, Kline & French Laboratories, New York Dress Institute and The Dow Chemical Co. General Motors Corp., it is understood, is planning for an event that would involve bringing the general public into theaters for a showing.

As is true in using any new medium results have been uneven. Mistakes have ranged from having too much entertainment and too little educational sell to the precise opposite. SM has a story coming up soon by one of its editors who has attended a number of these TV conventions—and who has subsequently polled a representative cross section of the audience. . . It's a "coming" medium. Attend one or more of such conventions if you have an opportunity. As against paying travel and entertainment costs for large numbers of people to be brought from a considerable distance, the new medium offers substantial cost-savings—but it also has its dangers and its weak points as our article will outline.

WOMEN AND ADVERTISING

Good Housekeeping magazine, under the above title, has brought out an 80-page spiral-bound book which presents the findings of a study conducted by Social Research, Inc., to discover whether women have a different response to advertising in a service magazine from their response to advertising in other magazines. . . The results are challenging. The sociologists find that getting a woman to *see* an advertisement is not enough. A woman pays attention to advertisements when they're where she *expects* to see them—otherwise she's likely to ignore them.

That statement will provoke plenty of argument. . . The study is interesting and deserving of careful reading. It's also noteworthy for the fact that while *Good Housekeeping* is the sponsor, there's just as much favorable attention given to its competitors in the service field.

PHILIP SALISBURY
Editor

1,310,000

IOWA PEOPLE

read THE DES MOINES SUNDAY REGISTER

(more than 500,000 copies)

and they *buy — buy — buy!*

93% own a washing machine—94% have a mechanical refrigerator
99% boast a modern range — 70% own their homes
980,000 read NO OTHER Sunday Newspaper.

. . . as reported by the Advertising Research Foundation in its *first statewide audience study* of 14 Sunday newspapers circulating in Iowa.

THE DES MOINES SUNDAY REGISTER

. . . . an "A" Schedule Newspaper in an "A-1" Market.
GARDNER COWLES, *President*

Represented by
Scolaro, Meeker & Scott—New York, Chicago, Detroit, Philadelphia
Doyle & Hawley—Los Angeles and San Francisco

How This Issue Can Help You

True, we are a *nation,* but from a marketing point of view we are seven major regions, 48 widely different states, more than 3,000 divergent counties, tens of thousands of independent cities and villages.

The rate of growth varies; as compared with national averages some are slipping, some are just about holding their own, others are bounding ahead.

One salesman's territory with 2 million population may have greater potential than another's with 4 million.

The variation in incomes is accompanied by variations in tastes and habits, in family size, in climatic conditions, and by many other differences which affect sales potential, but income, obviously, is the *most* important.

That goes for the sellers of consumer goods; differences between territories are magnified tremendously for the sellers of materials, parts, equipment and services to industry, where six counties may account for 85% of the nation's total potential.

We have attempted in this issue to bring together in sharp focus many of the outstanding differences in markets and to show for more than a thousand of the most important ones their relative importance in the nation, in the geographic area in which they are located, and in the state of which they are a part.

1. Preceding each geographic section is an analytical foreword by Dr. J. M. Gould, operating head of Market Statistics, Inc., and research director of our *Survey of Buying Power,* which should be helpful in analyzing both immediate and future sales trends.

2. The second of four features ranks the 1,043 cities with retail sales of $20 million or more, showing the position of each city in its state, in its area, and in the nation. Here you get a picture of both quality and quantity. What is the population ranking, and how does it compare with similar rankings for income, retail sales and five store categories? If the rating is 10th, let's say, in population, but ninth or better in one or more of the other categories, it is a *superior* city, capable of producing more sales than might be expected from the number of persons involved.

Is the area weakening or is it just your sales that are weakening? That big gain Bill Jones made? Maybe it wasn't as big as it *should* have been, since the area is outspeeding all others. Is your advertising in that section enough—too much—or about right? . . . This is a SALES MANAGEMENT exclusive.

3. How important is family income? If your product is very low-price, and an accepted staple, income relationships may be relatively unimportant, but to every maker of a product or service which is not a day-to-day necessity —which is a luxury, or a postponable purchase—income and its distribution are all-important.

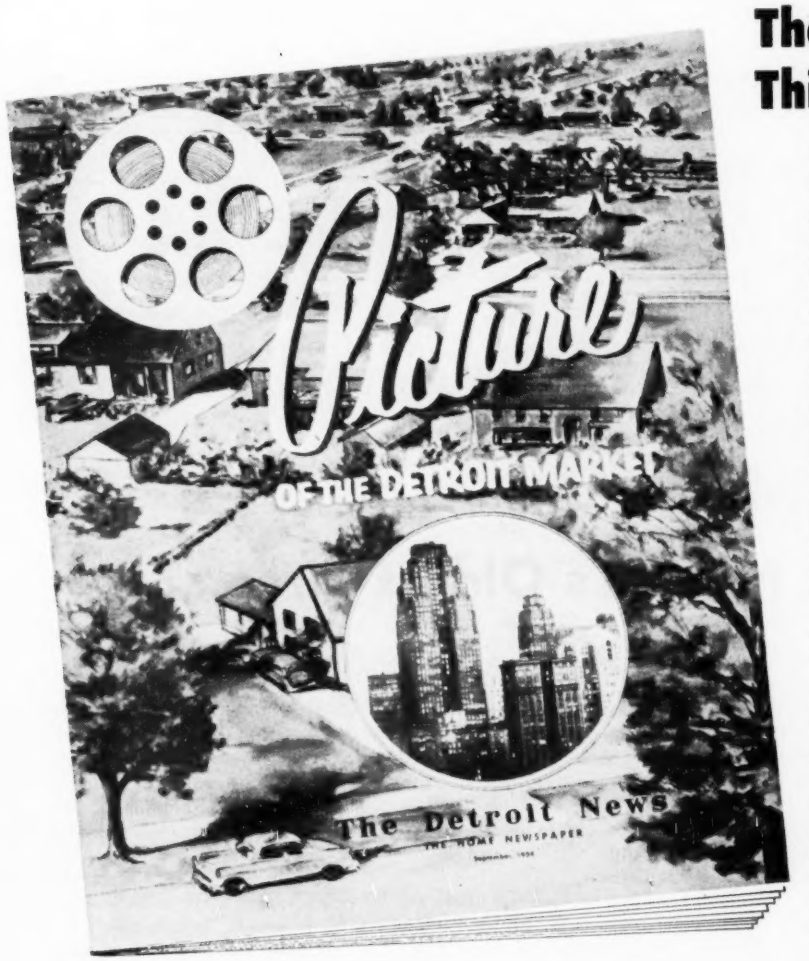
For over 1,600 cities, covering all states, we account for every dollar of net income, showing how the dollars are divided among the consumer spending units in the $0-$2,499, $2,500-$3,999, $4,000-$6,999 and $7,000-and-over groups. This information can be used separately, or in conjunction with the similar data for *counties* which are featured in the May 10 *Survey of Buying Power* . . . This is another SALES MANAGEMENT *exclusive.*

4. For the seller to industry we are proud to present still another "first"—a detailed analysis of factory employment in each of the 1,067 counties which have 1,000 or more factory workers. This carries forward the Industrial section of the *Survey* to a point of added usefulness. The *Survey* shows for each industry the leading counties; in this Nov. 10 issue we have compiled for each important county the employment figures in each industry classification. To illustrate the difference: on page 66 of the *Survey,* under "Paper and Allied Products," we see that employment in Cook County, Ill., totals 21,900 and that Cook is the leading county. But where does Cook stand on the other 19 classifications? Only by a tedious and painstaking check could the figures be determined. For SM's many subscribers who sell to more than one industry and who can use employment figures as a criterion for establishing potentials, the arrangement in this Nov. 10 issue will be invaluable.

Philip Salisbury
Editor

DMB

Detroit Means Business



The Facts are in This Book . . .

Detroiters are big *earners*. They earned more than six billion dollars in 1953—higher earnings per worker than any other major market. Detroiters are big *spenders*. Retail sales per family are highest of the five big markets.

But that's only one part of the **DMB** picture. In this 35-page booklet prepared and distributed by The Detroit News Research Department, the *entire* Detroit Business picture-story is detailed. It shows why Detroit is an outstanding market, and why The Detroit News is its outstanding medium—carrying more advertising linage than both other newspapers combined.

If you haven't received your copy yet, contact your nearest Detroit News office, or write directly to The News' Promotion and Research Department.

The Detroit News

THE HOME NEWSPAPER

Weekday Circulation 451,237—Sunday Circulation 561,830 ABC 3/31/54

Unprecedented buyer-interest in the new 1955 models has meant a steady weekly employment *increase* in Detroit's auto plants.

Eastern Office: 110 E. 42nd St., New York 17 • *Miami Beach, Florida:* The Leonard Co., 311 Lincoln Road
Chicago Office: 435 N. Michigan Ave., Tribune Tower, Chicago, Ill. • *Pacific Coast:* 785 Market Street, San Francisco, Calif.

NEW ENGLAND: KEY MARKETING TRENDS SINCE 1939

	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New England	U. S. A.
POPULATION (000)								
1940	1,709	847	4,317	492	713	359	8,437	
1950	2,007	914	4,691	533	792	377	9,314	
1953	2,146	904	4,848	548	825	382	9,654	
% Change 1950/40	17.4	7.9	8.7	8.5	11.0	5.2	10.4	14.4
% Change 1953/50	6.9	−1.0	3.4	2.8	4.2	1.2	3.6	6.2
INCOME (Mil. $)								
1939	1,282	383	3,086	282	476	174	5,684	
1948	3,166	988	6,365	606	1,094	438	12,657	
1953	4,281	1,192	7,879	739	1,274	480	15,845	
% Change 1948/39	147.0	158.0	106.3	114.9	129.8	151.7	122.7	169.2
% Change 1953/48	35.2	20.6	23.8	21.9	16.5	9.6	25.2	30.2
RETAIL SALES (Mil. $)								
1939	717	281	1,738	183	275	123	3,317	
1948	1,975	756	4,302	471	716	338	8,558	
1953	2,866	926	5,423	566	858	398	11,037	
% Change 1948/39	175.4	169.0	147.5	157.4	160.4	174.8	158.0	210.5
% Change 1953/48	45.1	22.5	26.0	20.2	19.8	17.7	29.0	31.8

(Source: U. S. Census Bureau and SALES MANAGEMENT's *Survey of Buying Power*.)

NEW ENGLAND STATES

Fresh Look at Nation's Oldest Area

New England as the oldest region puts least emphasis on the so-called primary industries (farming, forestry and fishing), which predominate in the early stages of development, and most emphasis on manufacturing and distribution as is characteristic of mature economies.

Being the nation's oldest established area has both advantages and disadvantages from a marketing standpoint. On the plus side, New England has a highly literate, high-quality labor force of above average income and purchasing power. On the negative side, the New England growth rate tends to fall below that of the nation, and its industrial technology, of earlier origin, lags behind the national average in some fields. Hence the shift of some textile and other soft goods plants to other areas.

New England, in recent years particularly, has made great advances in modernizing its industry and has placed much more emphasis on hard goods industries (electronics, aircraft, industrial research, etc.), as is illustrated in Table 3 showing the distribution by county of the major industrial classifications.

Many observers believe that the area's chief resource is "brains." Thus Boston, the "capital" of New England, has the heaviest concentration of schools in the nation and a consequent heavy emphasis on research.

While percentage gains in such factors as population, retail sales and employment do not measure up to those in less-mature areas of the nation, New England is solving its problems with typical Yankee ingenuity, concentrating its production on what it does best.

The gains in Connecticut, running well ahead of the nation, reflect the greater wartime and postwar emphasis on hard goods (primary metals, fabricated metals, machinery and transportation equipment), and also a significant increase in employment, in finance and insurance. The increases in total non-farm employment line up since 1939 as follows:

Non-Farm Employment (000)

	1939	1953	% Gain
Connecticut	559	876	56.6
Maine	212	275	29.8
Massachusetts	1,350	1,816	34.4
New Hampshire	145	175	20.7
Rhode Island	741	303	25.3
Vermont	75	104	38.6
New England	2,582	3,547	37.4
U. S. A.	**30,311**	**49,511**	**63.3**



Some sales executives must feel like the farmer who, when offered a book on "BETTER FARMING," said "Heck, I haven't even got time to farm as well as I know how to now!"

So maybe there's some merit in the thought that the busy sales executive might be able to get *better* results out of the time he's got by putting the practitioners of "Ditch-Digging" Advertising on his team . . .

because "Ditch-Digging" Advertising procedures can help reduce the guesswork that sometimes impairs results. Like this:

1. We find out the viewpoints, prejudices, and confusions that cloak your product in the minds of your potential customers. We find out *why* your customers and prospects feel as they do.

2. Then, and only then, we determine the best advertising approaches and appeals best calculated to improve the viewpoints and reduce the confusions that obstruct low-cost selling.

This agency is equipped to work with any sales executive who wants to make sure his advertising theme is right, but doesn't have time to do it himself! If you'd like to see how "Ditch-Digging" Advertising procedures have done this for other sales executives, just let us know where and when.

The Schuyler Hopper Co.

12 East 41st St., New York 17, N. Y. • LExington 2-3135

"EXPERIENCED IN THE REDUCTION OF GUESSWORK IN ADVERTISING & SELLING"

BRIDGEPORT, CONN.

THE MOST *"ABLE-TO-BUY"* METROPOLITAN AREA IN THE NATION

Family Income $7,431—Highest in the U. S.

While Bridgeport ranks 6th in population in all New England, it is 3rd in total food sales, 4th in retail sales, 4th in automotive sales, and 5th in general merchandise sales. This is simply a reflection of the high income and the good standard of living in the area. It is an ideal market in which to expand your sales through increased newspaper advertising.

The POST-TELEGRAM can put your advertising in step with the extra sales potential of the Bridgeport Market at one low cost.

100% coverage of ABC City Zone—73% of ABC City & Retail

The Bridgeport **POST-TELEGRAM**

Represented Nationally by . . . **MOLONEY, REGAN & SCHMITT**

SALES RANKINGS, STATE, AREA, NATION

Cities With $20 Million Retail Sales, 1953

NEW ENGLAND AREA

CONNECTICUT

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Ansonia	18.8	21	84	693	23	81	657	22	80	853	21	80	692	19	72	916	19	56	613	21	78	898	22	85	849
†Bridgeport	165.4	2	6	65	2	4	57	2	4	58	1	3	46	2	5	76	2	4	55	2	4	74	2	4	56
Bristol	38.4	11	48	361	12	41	301	17	52	483	14	45	324	17	54	728	15	45	489	15	40	553	20	67	616
Danbury	22.0	20	74	609	20	68	535	13	42	371	13	42	297	12	41	477	11	33	336	12	33	436	17	51	448
East Hartford	32.3	16	58	427	13	43	322	19	56	587	24	97	868	20	83	937	23	91	1021	9	25	324	14	43	396
Greenwich	44.5	10	40	300	8	23	180	12	41	347	12	41	293	11	38	457	13	37	371	13	35	477	10	36	362
†Hartford	183.6	1	4	58	1	2	48	1	3	47	2	5	53	1	2	42	1	3	53	1	3	58	1	2	47
Manchester	37.3	13	52	373	14	44	335	16	47	449	16	52	383	13	43	553	14	44	473	18	46	618	16	48	428
§Meriden	45.9	9	39	291	11	33	267	9	34	319	10	33	267	9	35	435	10	29	315	11	31	399	11	38	377
Middletown	31.1	17	60	451	17	59	431	15	46	438	17	53	399	10	36	448	16	49	539	17	44	610	13	42	395
Naugatuck	18.4	22	86	707	21	73	588	24	99	1041	23	93	827	22	92	1005	20	71	869	22	91	988	23	91	884
†New Britain	75.7	6	22	167	7	18	152	6	20	200	6	20	156	6	26	308	6	18	199	8	22	302	6	23	226
†New Haven	164.0	3	7	66	3	6	66	3	5	61	3	6	58	3	7	105	3	5	59	3	5	78	3	5	63
†New London	29.6	18	64	476	18	61	464	8	28	299	8	31	257	7	31	356	9	27	304	7	21	292	8	31	316
†Norwalk	53.9	7	30	241	9	24	185	7	25	277	7	29	243	15	46	589	8	24	287	6	20	283	9	35	341
†Norwich	37.6	12	50	370	16	52	392	10	38	341	11	40	292	16	53	727	7	23	284	16	43	606	12	41	386
†Stamford	80.2	5	19	154	5	10	119	5	14	158	5	17	140	8	32	402	5	12	146	4	8	121	5	21	206
Stratford	35.3	14	55	396	10	31	251	21	76	822	20	67	562	24	98	1032	24	97	1031	20	74	851	18	52	455

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

THE STATLER WAS RIGHT

IN PICKING HARTFORD FOR A NEW HOTEL



The Statler couldn't find a better market than Hartford for a new hotel! In Sales Management's Market Rankings, Hartford wins 7 out of 8 first places in the state, and its ranking in the New England area of 99 cities is similarly impressive. Connect in Connecticut by using WDRC to sell Connecticut's major market. Ask about the Sun Dial plan that gives you low cost saturation coverage for maximum results.

Walter Haase, General Mgr., William Malo, Commercial Mgr. Represented by Raymer

HARTFORD MARKET	RANK IN CONN. (24 CITIES)	RANK IN N. E. AREA (99 CITIES)
POPULATION	1	4
TOTAL INCOME	1	2
TOTAL RETAIL SALES	1	3
FOOD SALES	2	5
GENERAL MERCHANDISE SALES	1	2
FURNITURE HOUSEHOLD RADIO SALES	1	3
AUTOMOTIVE SALES	1	3
DRUG SALES	1	2

WDRC

HARTFORD 3, CONNECTICUT

AM • FM

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the data and the advertisements.

Do you know how PORTLAND, MAINE ranks as a SALES AREA?

Portland ranks first in everything in Maine. Everybody knows that—but did you know that among the 99 important cities of New England, Portland ranks 21st in population and 10th in retail sales. That's really something to think about.

Among the 1,043 important cities of the country, Portland ranks 158th in population and 134th in retail sales. These facts prove that the above-average spending that goes on in Portland is the reason why your advertising always brings plus sales.

Here's more proof that Portland, Maine is a top sales center.

Sales Management's recent Test Market Survey rated Portland as one of the best test markets in the country:

- 1st for all cities in Maine
- 1st in New England for cities in 75,000 to 150,000 population group
- 3rd in New England for cities of all sizes
- 6th in U. S. A. for cities in 75,000 to 150,000 population group
- 18th in U. S. A. for cities of all sizes. It ranked 75th in 1950.

STATION WGAN — WGAN-TV not only serves Portland, Maine, but does an intensified selling job in the 9 southern counties that account for 64% of all the sales in the state of Maine. That's why it will pay you to put WGAN and WGAN-TV to work for you.

MAINE'S GREATEST SALES STATIONS

WGAN—WGAN-TV

GUY GANNETT BROADCASTING SERVICES
(Division of Guy Gannett Publishing Co.)

PORTLAND, MAINE

Represented nationally by Avery-Knodel Inc.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

CONNECTICUT—(Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Torrington	28.1	19	67	499	19	63	474	14	45	434	15	48	333	14	44	575	18	53	561	19	53	653	19	62	593
§Wallingford	16.1	23	93	800	22	79	650	23	95	972	22	90	793	21	89	986	21	75	930	23	96	1007	24	96	1003
†Waterbury	106.3	4	11	113	4	9	101	4	9	115	4	9	94	4	12	206	4	9	110	5	9	142	4	9	123
West Hartford	48.1	8	35	276	6	17	147	11	40	345	9	32	261	5	20	267	12	36	357	10	30	398	7	26	260
West Haven	33.2	15	57	418	15	47	360	20	74	614	18	59	476	23	96	1017	22	91	1011	24	99	1033	15	46	411
Willimantic	14.1	24	95	855	24	92	769	18	54	526	19	64	536	18	69	785	17	51	550	14	37	487	21	76	770

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

And THIS is only PART of the City Zone!

The Holyoke A.B.C. City Zone includes Holyoke, Chicopee and South Hadley.
In this Sales Management study . . . based on the corporate city limits only . . . Holyoke runs well ahead of its state population rank in total retail sales, food, furniture-household-radio and drug sales.

In fact Holyoke's sales production exceeds the averages for all Massachusetts cities listed in the Survey of Buying Power. Food sales are 26% above the all-cities average volume, furniture-household-radio 57% above, drug sales 54% and automotive 3%.

This is the measure of buying activity at the heart of this city zone market of 115,140 population and $122,834,000 retail sales. The Transcript-Telegram provides a pay-off approach to this hustling market—reaching 82% of the A.B.C. *City Zone* homes.

The HOLYOKE TRANSCRIPT-TELEGRAM HOLYOKE, MASS.

Represented by the Julius Mathews Special Agency

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

MAINE

CITY	SM POPULATION 1/1/54 (Thous.)	Population			SM INCOME Total Effective Buying Income			SM RETAIL SALES RANKINGS BY STORE GROUPS — Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
§†Auburn	24.4	4	70	560	4	75	607	8	83	862	7	85	717	7	67	896	6	83	976	4	52	651	7	97	1009
Augusta	21.5	5	77	623	6	82	661	5	72	802	6	79	689	5	61	810	7	85	987	5	61	780	5	87	858
†Bangor	32.3	3	59	428	3	66	513	2	32	313	3	50	376	2	15	218	2	28	311	2	17	247	2	53	469
Biddeford	21.2	6	78	630	5	80	656	7	79	840	4	77	667	6	62	836	5	64	735	7	81	928	6	95	979
§†Lewiston	41.8	2	43	321	2	50	373	3	36	334	2	35	274	3	21	278	3	31	323	3	42	559	3	54	471
†Portland	79.2	1	21	158	1	25	188	1	10	134	1	13	114	1	10	154	1	10	133	1	11	180	1	14	177
Presque Isle	11.9	8	98	942	8	99	953	6	78	837	8	99	986	8	69	906	8	89	1001	8	82	940	8	98	1026
Waterville	18.6	7	85	700	7	89	739	4	65	694	5	78	674	4	42	547	4	58	628	6	70	822	4	75	764

MASSACHUSETTS

Arlington	46.2	23	38	288	19	35	279	31	63	649	29	58	449	42	86	971	37	78	942	25	51	639	29	58	518
Attleboro	24.4	37	71	561	38	72	584	43	89	906	47	95	854	41	85	969	30	67	776	43	87	972	41	81	816
Barnstable	11.5	48	99	956	48	98	943	36	73	807	39	76	662	32	73	917	38	79	952	36	69	817	38	74	762
Belmont	28.2	34	66	497	32	60	432	41	87	895	31	61	507	21	45	580	48	98	1039	44	88	976	23	44	398
Beverly	30.2	32	62	463	33	64	485	40	85	884	34	68	588	31	70	907	36	77	939	40	79	909	34	66	613
†Boston	804.0	1	1	10	1	1	12	1	1	8	1	1	8	1	1	7	1	1	11	1	1	27	1	1	11
†Brockton	65.0	14	24	193	16	30	242	12	22	241	14	24	199	13	23	300	10	20	234	12	27	382	17	29	294
Brookline	61.0	16	26	210	9	15	140	17	29	303	16	26	221	38	81	959	16	34	348	6	14	229	14	22	213
Cambridge	120.6	4	8	94	5	11	120	4	8	111	5	10	107	5	9	113	7	16	191	4	10	144	5	10	134
Chelsea	38.9	27	46	354	29	54	406	25	51	474	19	30	248	29	65	870	25	54	591	27	57	745	19	33	329
Chicopee	52.4	19	31	253	18	34	275	27	57	603	28	57	442	45	90	994	41	84	980	30	63	787	28	57	511
Everett	46.3	22	37	287	22	39	295	29	60	618	26	54	409	28	64	861	27	60	653	38	76	877	21	37	372
†Fall River	112.0	5	9	103	10	16	144	6	12	148	7	12	113	10	17	224	4	8	92	10	19	259	7	12	144
Fitchburg	43.1	24	41	307	26	49	369	21	35	320	23	39	291	17	33	406	15	32	328	18	38	502	18	30	315
Framingham	30.3	31	61	461	35	67	530	20	33	318	27	56	427	4	8	109	18	38	374	35	68	805	27	56	508
Gardner	19.5	44	83	676	45	86	692	37	75	815	38	74	632	23	52	706	35	74	926	41	83	948	35	68	646
Gloucester	25.7	35	68	537	39	74	589	33	66	709	32	63	529	24	55	729	26	57	625	48	98	1027	30	60	557
Greenfield	18.1	46	88	721	47	88	719	28	58	613	35	69	603	22	47	617	23	48	529	21	47	623	42	82	822
Haverhill	48.2	21	34	275	24	45	341	23	44	405	22	38	277	19	37	455	14	30	322	23	49	629	31	61	572
†Holyoke	54.9	17	28	236	20	36	280	13	23	257	13	23	197	16	29	345	9	19	228	17	36	480	10	17	187
Lawrence	79.3	12	20	157	14	27	206	10	17	191	11	19	154	15	28	343	5	13	151	15	32	402	8	15	180
Leominster	25.0	39	69	552	37	71	578	39	82	861	37	73	618	30	68	901	28	61	662	42	85	959	44	84	841
Lowell	96.8	9	14	127	12	21	169	7	13	153	9	15	120	8	14	212	8	17	197	14	29	387	13	20	197
Lynn	101.9	8	13	122	8	14	137	8	15	161	6	11	110	11	18	254	11	21	245	7	15	231	9	16	186
Malden	61.6	15	25	205	15	29	223	15	26	295	15	25	220	18	34	408	20	43	463	16	34	457	15	24	242
Medford	66.9	13	23	191	13	26	198	22	43	400	24	43	299	43	87	975	33	72	909	20	45	616	20	34	340
†New Bedford	108.3	6	10	111	11	19	156	5	11	146	4	8	93	6	11	177	6	14	161	8	16	242	4	8	114
Newton	86.0	10	15	143	4	8	83	16	27	298	12	22	186	35	78	944	17	35	354	11	24	308	6	11	143
North Adams	22.1	39	73	607	44	84	683	35	70	743	40	82	702	25	56	737	29	63	725	34	67	804	45	86	654
Northampton	29.9	33	63	471	34	65	503	30	62	647	42	84	716	26	57	758	32	70	852	29	62	781	36	69	657
Norwood	17.6	47	90	741	43	83	682	45	93	936	33	66	561	39	82	964	31	69	847	45	92	993	43	83	836

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.
§ See pages 114 for multiple city rankings.

For further information on population, Effective Buying Income and retail sales see May 10, 1954 Survey of Buying Power.



MORE MONEY PER FAMILY!
MORE MONEY PER PERSON!
MORE RETAIL SALES!
MORE RETAIL SALES PER FAMILY!
MORE FOOD SALES

BERKSHIRE COUNTY RANKINGS IN 200 LEADING COUNTIES U.S.A.

Higher than its population rankings in all these 7 important classifications, in metropolitan Pittsfield, Mass.

Population	198
Net Effective Buying Income	194
E.B.I. Per Family	157
E.B.I. Per Capita	141
Consumer Units Over $7000	194
Total Retail Sales	193
Total Retail Sales Per Family	119
Food Store Sales	171



The Eagle covers 112 per cent of homes in City Zone and 70 per cent in the county area

BERKSHIRE EVENING EAGLE • **PITTSFIELD, MASS.**

Julius Mathews Special Agency, National Representatives

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

MASSACHUSETTS — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
†Pittsfield	54.8	18	29	237	17	32	262	14	24	265	17	27	223	12	19	262	12	25	288	13	28	378	25	50	436
Quincy	85.9	11	18	144	7	13	131	9	16	174	8	14	117	9	15	220	13	26	292	5	13	216	11	18	192
Revere	37.6	29	49	368	27	51	386	38	77	825	30	60	498	47	94	1014	46	95	1027	32	65	792	26	53	495
Salem	42.2	25	42	320	25	48	342	19	31	311	21	37	276	14	25	305	19	41	393	24	50	632	24	45	401
Somerville	103.1	7	12	118	6	12	127	11	21	240	10	18	152	20	39	475	21	48	509	9	18	257	12	19	196
Southbridge	18.2	45	87	716	46	87	709	45	96	987	43	89	759	36	79	949	39	80	964	46	95	1005	47	89	878
†Springfield	167.6	3	5	64	3	7	69	3	7	67	3	7	59	2	4	75	2	6	62	2	6	83	2	6	65
Taunton	41.2	26	44	329	31	57	423	26	53	485	25	51	378	27	58	780	24	52	551	31	64	791	22	40	383
West Springfield	21.9	40	75	611	42	78	631	42	88	900	36	71	613	48	97	1029	42	87	991	28	59	773	48	94	973
Wakefield	21.2	42	79	631	38	70	575	48	98	1020	48	96	862	46	93	1011	43	90	1008	33	66	803	46	88	872
Waltham	49.5	20	33	272	21	37	297	18	30	306	20	36	275	7	13	210	22	47	513	22	48	627	16	28	288
Watertown	38.7	28	47	359	23	42	309	24	48	464	18	28	232	40	84	968	44	92	1019	19	41	556	33	64	603
Wellesley	22.6	38	72	586	28	53	397	32	64	675	41	83	710	34	76	932	45	93	1020	26	56	728	32	63	601
Westfield	21.8	41	76	614	41	77	629	34	68	733	44	91	814	37	80	950	34	73	920	37	72	835	39	79	798
Weymouth	36.0	30	53	384	30	55	413	47	97	1016	45	92	823	44	88	977	40	82	969	39	77	886	37	71	668
Woburn	20.8	43	80	643	40	76	824	44	91	914	46	94	830	33	75	927	47	96	1030	47	97	1010	40	80	811
†Worcester	205.1	2	3	53	2	5	62	2	6	63	2	4	52	3	6	85	3	7	67	3	7	84	3	7	89

NEW HAMPSHIRE

Claremont	12.8	8	97	907	8	97	939	8	94	948	8	98	897	4	60	796	7	76	931	2	58	769	8	99	1028
Concord	28.4	3	65	495	3	69	546	3	55	560	3	62	511	2	40	476	6	68	809	3	60	776	2	47	420
Dover	16.5	5	91	780	5	94	789	6	84	869	7	88	757	5	66	675	4	65	746	8	94	998	4	72	737
Keene	16.2	6	92	793	6	95	850	7	92	915	6	87	756	8	77	942	8	81	965	7	89	980	7	93	929
Laconia	15.2	7	94	828	7	96	874	5	81	857	5	86	726	6	71	914	3	50	546	6	80	924	6	92	916
†Manchester	85.1	1	17	146	1	22	176	1	18	195	1	16	137	1	27	321	1	11	135	1	23	305	1	27	282
Nashua	35.7	2	54	389	2	56	421	2	49	488	2	46	328	3	48	818	2	39	376	5	75	857	3	59	547
Portsmouth	20.7	4	81	644	4	85	690	4	71	758	4	72	614	7	74	924	5	66	747	4	73	845	5	77	772

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.


PORTLAND, ME.
NOW 10th
AND MOVING UP!
LOOKING TOWARDS
THE NEW ENGLAND MARKET?
Then you can't afford to overlook Portland, Maine.
Twenty-first in population among New England's 99 principal cities, Portland is 10th in total retail sales.
Sales Management in announcing this rating reports it is "much higher than expected for a city it's size.
Portland also is rated 134th in retail sales out of 1,043 ranking cities in the nation.
And, of course, it's first in Maine.
TESTING?
Then Portland, Maine, is your market.
Ranked as the most preferred 75,000-150,000 test city in the east, Portland offers these advantages:
Favorable location—good transportation—self sufficiency being 135 miles East of Boston—diversified economy—population that is stable, hard working, thrifty and home owning—buying power that can be depended upon around the calendar.
Move up with Portland
Represented By The
Julius Mathews Special Agency, Inc.
14
21
PORTLAND, MAINE
PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM

Burlingtest Belongs in any New England Campaign of 12 Cities or More

- The Burlington market area has every feature required for a test market, including isolation and definite boundaries.
- The Burlington Free Press covers 45%* of Vermont's spending units, and is Sales Management's newest potential metropolitan area.

✓ FOR TESTING ✓ FOR MERCHANDISING COOPERATION ✓ FOR TIE-UPS, IF DESIRED

THE BURLINGTON FREE PRESS

A MUST FOR COMPLETE NEW ENGLAND COVERAGE!

* Sales Management Figures

Represented By JOHNSON, KENT, GAVIN & SINDING, INC.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

RHODE ISLAND

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Cranston	58.3	3	27	216	3	28	216	6	67	714	6	55	412	7	91	1004	8	88	992	6	84	953	4	32	317
East Providence	37.5	7	51	371	6	48	368	7	69	742	5	47	329	9	99	1033	7	86	988	5	71	825	6	65	611
Newport	40.8	6	45	332	7	58	430	4	50	470	4	44	309	4	49	651	5	55	594	4	54	707	5	39	382
Pawtucket	83.0	2	18	149	2	20	163	2	19	198	2	21	178	2	24	302	2	15	183	2	12	208	2	13	156
†Providence	247.4	1	2	46	1	3	52	1	2	45	1	2	45	1	3	50	1	2	51	1	2	52	1	3	▲ 54
Warwick	47.1	5	36	282	5	40	298	9	90	911	9	81	701	8	95	1015	9	99	1042	8	90	984	9	78	776
West Warwick	20.2	8	82	652	9	93	781	5	61	645	7	65	549	6	63	858	4	42	427	7	86	962	7	70	660
Westerly	13.4	9	96	881	8	91	754	8	86	885	8	75	644	5	51	681	6	62	671	9	93	907	8	73	743
Woonsocket	51.8	4	32	257	4	38	292	3	37	339	3	34	272	3	30	343	3	40	380	3	39	520	3	25	258
VERMONT																									
†Burlington	34.3	1	56	407	1	62	471	1	39	344	1	49	367	1	22	284	1	22	264	1	26	359	1	49	431
Rutland	17.9	2	89	728	2	90	740	2	59	614	2	70	607	2	50	668	2	59	649	2	55	712	2	90	883

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

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Your Best Salesman in

Rhode Island



- **New England's second largest market**
- **One of the nation's TOP test markets**

Give your product the big-buying push provided by consistent advertising in The Providence Journal-Bulletin—your best salesman in Rhode Island.

Rhode Island is a small state with BIG volume—$1,287,332,000 in consumer spendable income and $925,573,000 in retail sales—and it's effectively and economically covered by The Providence Journal-Bulletin . . . providing more than 100% coverage of A.B.C. Providence and more than 80% of the compact city-state market.

Providence Journal and Evening Bulletin

Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco and Atlanta

MIDDLE EAST: KEY MARKETING TRENDS SINCE 1939

	Delaware	District of Columbia	Maryland	New Jersey	New York	Pennsylvania	West Virginia	Middle East	U. S. A.
POPULATION (000)									
1940	267	663	1,821	4,160	13,479	9,900	1,902	32,192	
1950	318	802	2,343	4,835	14,830	10,498	2,006	35,632	
1953	347	836	2,622	5,246	15,586	10,759	2,006	37,404	
% Change 1950/40	19.4	21.0	28.6	16.2	10.0	6.0	5.4	10.7	14.4
% Change 1953/50	9.1	4.2	11.9	8.5	5.1	2.5	0.0	5.0	6.2
INCOME (Mil. $)									
1939	178	619	1,169	3,028	10,970	5,775	715	22,453	
1948	404	1,466	2,904	6,868	23,604	14,487	1,896	51,629	
1953	550	1,626	4,005	9,583	28,220	16,968	2,403	63,355	
% Change 1948/39	127.0	136.8	148.4	126.8	115.2	150.8	165.2	129.9	169.2
% Change 1953/48	36.1	10.9	37.9	39.5	19.6	17.1	26.7	22.7	30.2
RETAIL SALES (Mil. $)									
1939	110	403	619	1,580	5,578	3,133	404	11,827	
1948	382	1,112	1,915	4,479	14,627	9,069	1,288	32,872	
1953	518	1,388	2,499	6,028	18,809	11,801	1,430	42,473	
% Change 1948/39	247.3	175.9	209.4	183.5	162.2	189.5	218.8	177.9	210.5
% Change 1953/48	35.6	24.8	30.5	34.6	28.6	30.1	11.0	29.2	31.8

(Source: U. S. Census Bureau and SALES MANAGEMENT's *Survey of Buying Power*.)

MIDDLE EAST STATES

Contain 5% of Land, 25% of Population

So markets are compact, densely populated, and are of high quality. A more than proportionate share of income spent for food, rent, drinking, apparel, travel, recreation.

The Middle East or Atlantic states have the nation's most diversified and well-balanced economic and industrial structure, with equal emphasis on trade, finance, light industry and heavy industry. It is also the area with the nation's greatest concentration of wealth and purchasing power, both in per capita and total dollar terms. As the home of the old, large fortunes and the finance center of the nation, this region gives greater importance to property income than other regions.

Per capita income rankings are high; with only 5% of total U. S. land area, the Middle East contains one quarter of the U. S. population. Consequently, its markets are highly compact, densely populated and of high quality. A more than proportionate share of income is spent here for food (which is shipped in from farm areas), rent, eating and drinking, fashion apparel, travel and recreation, while a smaller than proportionate share goes for new homes and for automobiles and gasoline in this traffic-congested area.

Although its industry is highly diversified, apparel remains the principal industry, centered in Manhattan. The region is also the leading producer of instruments and related products, with a fair representation of all other industrial lines.

On the whole, however, the region has not quite kept pace with the national gain in non-farm employment:

Non-Farm Employment (000)

	1939	1953	% Gain
Delaware	75	140	87.3
District of Columbia	328	508	54.6
Maryland	487	807	65.5
New Jersey	1,244	1,834	47.4
New York	4,178	5,961	42.7
Pennsylvania	2,672	3,860	44.4
West Virginia	368	507	37.7
Middle East	9,353	13,617	45.5
U. S. A.	**30,311**	**49,511**	**63.3**

Delaware (chemicals) had the largest percentage gain, with West Virginia (coal), the smallest. The Middle East on the whole has lost its dominant position in manufacturing to the Central states. Also with respect to population, income and retail sales, its gains since 1939 and in the immediate past tend to lag somewhat.

Why buy the same house twice!



Why buy *two* newspapers to cover the same market? It's like buying two houses for one family.

In Baltimore the NEWS-POST offers the MOST COVERAGE at a ONE PAPER RATE.

Of an estimated 387,000 households* in Baltimore, with an approximate Consumer Spendable Income of $2,140,658,000.00 . . . 54% will be reached by advertising in the NEWS-POST.

Advertising in Baltimore is less expensive and more productive . . . when you use the NEWS-POST.

Baltimore News-Post

A Hearst Newspaper, Represented Nationally By Hearst Advertising Service with Offices in Principal Cities

* U. S. Census Bureau estimate of occupied dwelling units in ABC Zone of Baltimore

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

MIDDLE ATLANTIC AREA

DELAWARE

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Dover	7.3	2	196	1023	2	200	1034	2	192	998	2	203	1030	2	160	881	2	184	938	2	107	635	2	156	797
†Wilmington	110.5	1	22	106	1	25	124	1	14	71	1	18	72	1	20	89	1	11	49	1	12	81	1	13	87

DISTRICT OF COLUMBIA

†Washington	836.0	1	4	9	1	3	8	1	3	7	1	4	10	1	5	13	1	4	12	1	3	8	1	3	6

MARYLAND

Annapolis	26.2	5	102	528	6	123	640	7	129	628	5	124	524	7	152	852	7	170	828	8	135	764	4	68	357
†Baltimore	967.2	1	3	6	1	4	10	1	4	9	1	3	7	1	4	9	1	3	9	1	4	14	1	4	9
Bethesda	56.7	2	50	223	2	36	167	4	81	389	4	89	397	2	59	282	5	118	531	2	52	298	5	81	442
†Cumberland	38.0	4	75	366	4	102	492	3	72	342	3	72	315	3	65	298	2	69	282	5	95	563	2	57	318
Easton	5.8	9	200	1033	9	202	1038	9	187	977	9	202	1022	8	200	1035	8	180	891	9	181	967	8	127	675
Frederick	23.8	6	127	655	7	157	777	6	116	579	7	152	658	5	122	645	6	139	641	7	128	740	6	117	609
†Hagerstown	39.6	3	72	344	3	88	414	2	70	327	2	71	306	4	68	312	3	70	285	4	79	441	3	61	328
Hyattsville	15.1	8	166	830	5	124	623	8	170	856	6	131	555	9	205	1042	9	195	998	3	72	401	9	188	989
Salisbury	16.1	7	159	799	8	159	779	5	109	522	8	175	770	6	130	704	4	107	474	6	99	579	7	123	659

NEW JERSEY

Asbury Park	18.2	41	141	717	45	146	723	18	66	308	25	83	369	8	41	223	17	64	258	18	73	407	17	65	339
†Atlantic City	61.6	11	46	204	18	58	272	7	29	128	8	35	134	11	46	242	10	41	157	14	53	312	5	16	124
Bayonne	73.4	8	33	156	9	35	159	18	61	288	11	44	175	19	129	694	15	56	216	37	142	801	15	56	312
Belleville	33.7	27	82	411	33	83	389	41	163	847	37	118	497	44	192	1007	46	188	955	32	127	739	38	149	771
Bloomfield	52.7	14	53	248	13	49	213	26	95	447	21	67	284	28	146	815	28	116	523	41	160	887	14	54	309
Bridgeton	19.4	37	129	678	46	155	774	30	114	559	33	107	467	31	156	865	26	94	415	24	112	647	41	160	839
Burlington	12.9	49	178	897	50	174	865	49	199	1022	52	198	974	36	175	947	44	175	862	31	123	723	43	165	861
Camden	129.2	4	17	87	7	22	109	5	18	90	4	17	71	4	26	134	4	13	52	3	17	103	6	22	139
§Clifton	70.3	9	39	183	8	34	155	21	83	402	23	77	339	49	201	1036	24	91	405	23	110	641	37	148	759
Collingswood	17.0	43	150	762	43	127	633	43	175	899	40	132	558	45	194	1010	51	202	1032	34	132	757	48	181	947
Dover	11.9	51	183	943	51	175	869	34	137	673	34	115	493	29	148	820	33	141	655	30	122	721	42	162	847
East Orange	82.4	7	31	153	6	21	99	10	39	182	10	39	150	13	49	249	12	46	190	7	29	153	8	36	220
Elizabeth	114.4	6	21	100	5	20	97	6	27	119	6	20	95	6	38	175	7	28	115	6	23	138	7	26	154
Englewood	25.1	34	107	550	22	67	324	25	94	445	26	85	372	30	154	860	23	90	392	13	51	285	30	116	605
Fair Lawn	31.2	30	90	447	23	68	325	51	204	1038	38	122	515	48	199	1031	52	203	1033	52	202	1040	33	136	713
Hackensack	30.8	31	91	456	32	82	382	9	34	163	7	33	131	5	33	155	8	33	126	9	38	203	9	40	241
Hoboken	50.4	15	56	267	21	65	314	19	75	358	22	69	296	26	143	809	22	85	364	44	176	945	23	80	439
Irvington	61.9	10	44	201	11	41	179	14	55	251	13	48	188	20	132	709	21	82	353	8	30	155	11	46	278
Jersey City	300.8	2	10	40	2	10	41	2	11	60	2	10	42	9	44	235	2	10	48	5	21	125	2	11	67
Kearny	40.3	21	68	336	20	64	307	35	140	682	27	90	400	43	191	1006	45	187	943	39	150	835	27	103	561
Linden	33.6	28	83	412	30	80	363	31	123	599	30	101	455	38	182	984	35	147	683	27	116	673	34	137	715
Long Branch	27.5	32	97	504	40	105	498	28	111	541	24	79	354	24	141	798	39	160	770	38	145	813	28	106	567
Maplewood Township	26.1	33	104	530	28	77	356	47	190	992	45	144	605	52	204	1041	48	190	963	35	138	779	39	155	795
Millburn Township	15.9	45	161	808	37	95	450	52	205	1042	50	186	856	16	71	324	41	168	808	51	201	1037	47	178	926
Millville	16.9	44	151	765	49	172	861	50	200	1023	48	184	839	37	179	974	43	174	856	43	165	910	52	204	1024
Montclair	45.1	16	60	294	10	39	174	17	62	301	16	57	226	23	138	753	19	80	337	10	43	250	13	52	301
Morristown	18.1	42	143	722	42	116	570	24	88	417	28	99	451	15	64	297	20	81	350	22	91	521	22	77	418
New Brunswick	39.8	22	71	340	34	85	399	12	52	232	15	55	213	14	56	277	9	37	143	17	66	374	12	47	285
Newark	446.0	1	8	27	1	8	28	1	7	19	1	8	19	1	7	21	1	5	13	1	9	39	1	7	27
North Bergen Township	42.3	20	68	319	19	82	300	32	130	637	36	117	496	51	203	1040	30	125	556	21	88	498	50	190	981
Orange	39.5	23	73	347	25	70	332	20	82	394	17	58	227	22	137	747	25	93	414	47	195	1018	21	75	405
§Passaic	57.4	12	49	221	12	47	208	8	33	155	9	36	135	10	45	240	6	20	90	12	49	277	10	44	267
Paterson	139.1	3	14	76	3	16	85	3	15	73	5	19	73	3	18	86	3	12	50	2	14	95	3	14	105
Perth Amboy	42.8	19	65	312	26	72	338	15	56	252	18	61	241	17	108	560	11	43	164	15	58	329	19	69	359

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

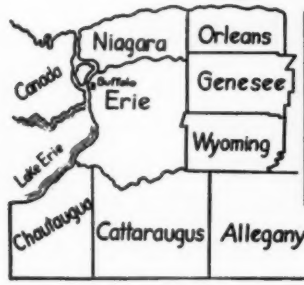
Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period.

"High-Spot Cities" alerts you to changes in the making . . . each month.

BUFFALO'S 8-COUNTY MARKET

Sold Thru Buffalo's Top Paper



Population...1,536,000
19% increase since 1940
Retail Sales...$1,862,109,000
314½% Increase over 1940

ABC City Zone..... 789,099
Metropolitan Area..1,155,200
Eight Counties.....1,536,000

TOP FOR COVERAGE The *Sunday* Courier-Express 301, 283 ABC . . . is the largest newspaper in New York State outside of Manhattan.

TOP FOR ECONOMY The *Morning* Courier-Express stretches your advertising dollar by giving you concentrated coverage of the better Western New York families . . . those with most money to spend.

TOP TO REACH MEN . . . BEST TO REACH WOMEN Both men's and women's-wear stores place their greatest *daily* linage in the *Morning* Courier-Express.

ROP FULL COLOR AVAILABLE BOTH DAILY & SUNDAY

Western New York's Only Morning and Sunday Newspaper

Buffalo COURIER EXPRESS

REPRESENTATIVES:
SCOLARO, MEEKER & SCOTT
Pacific Coast — DOYLE & HAWLEY

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

NEW JERSEY — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Plainfield	44.7	17	62	299	14	52	227	11	50	230	14	51	198	12	48	244	14	54	214	11	45	266	16	63	334
Princeton	13.0	48	177	892	44	138	689	46	183	956	49	185	846	39	184	988	38	159	745	42	163	905	32	129	681
Rahway	23.1	35	114	587	39	101	489	38	152	747	41	135	570	32	167	918	18	77	316	45	178	956	45	174	899
Red Bank	13.6	47	175	871	47	156	775	22	84	403	29	100	452	18	123	650	27	95	417	19	76	431	25	87	475
Ridgewood	18.6	39	134	701	27	75	347	29	112	545	31	102	460	34	169	930	29	121	537	16	63	353	20	74	403
Rutherford	18.3	40	137	710	38	99	481	44	176	912	46	154	670	40	185	989	34	144	665	29	120	698	40	157	803
Somerville	12.6	50	179	918	48	168	824	36	141	686	44	143	600	25	142	806	31	130	580	40	151	841	29	115	602
South Orange	15.2	46	165	827	36	91	435	45	181	942	51	193	898	50	202	1038	49	198	1018	20	82	448	35	144	744
Summit	18.7	38	132	695	35	86	403	40	155	766	43	142	597	41	187	995	42	169	817	26	115	660	46	176	918
Teaneck Township	37.0	26	78	376	15	54	239	37	144	721	19	65	271	47	198	1028	37	152	716	50	200	1035	49	183	950
†Trenton	128.7	5	18	88	4	18	88	4	16	76	3	12	60	2	15	80	5	19	88	4	18	110	4	15	115
Union City	55.5	13	51	229	17	57	263	13	53	239	12	45	180	7	40	196	13	53	208	25	113	657	18	67	352
Union Township	43.8	18	64	303	16	55	252	33	132	651	32	106	464	46	195	1013	40	161	771	48	197	1025	36	146	749
Vineland	31.9	29	88	438	41	106	500	27	97	476	35	116	495	27	145	812	32	135	610	28	119	686	31	126	664
West New York	37.4	25	76	372	31	81	364	23	86	409	20	66	280	21	133	717	16	61	242	36	141	799	24	86	470
Westfield	22.5	36	117	599	24	69	330	39	154	753	42	139	590	35	171	935	36	149	692	33	129	748	26	96	520
Wildwood	5.7	52	201	1035	52	203	1039	48	191	993	47	173	746	33	168	929	47	189	962	46	187	991	51	195	999
Woodbridge Township	39.0	24	74	353	29	78	357	42	172	866	39	126	539	42	188	996	50	199	1023	49	198	1026	44	173	898

NEW YORK

†Albany[1]	136.1	8	15	80	9	15	84	6	12	68	6	13	63	11	30	140	6	15	71	6	11	68	6	19	129
Amsterdam	32.0	24	86	433	23	92	436	28	91	427	27	87	377	34	98	486	29	103	460	30	108	637	34	112	586
†Auburn	37.3	22	77	374	22	89	419	25	79	381	25	81	363	35	102	516	19	66	266	27	102	600	24	91	493
Batavia	18.3	43	136	709	45	145	727	35	117	581	42	145	624	36	104	526	34	127	560	28	103	603	46	152	785
§†Beacon	14.6	52	170	844	50	158	778	55	178	917	29	92	411	54	170	934	60	200	1024	59	199	1030	53	186	959
†Binghamton	81.8	13	32	152	15	40	175	12	30	136	15	37	138	9	23	94	10	29	116	12	28	150	10	27	170
Bronxville	6.7	59	197	1029	39	131	655	58	196	1015	43	146	826	61	196	1021	57	192	989	60	203	1041	35	114	596
†Buffalo	579.4	2	6	16	3	7	20	2	6	17	2	6	15	2	6	17	2	6	16	2	5	16	2	6	23
Corning	18.3	44	138	711	38	129	647	52	163	813	53	168	727	43	127	686	45	164	795	35	130	754	45	151	774
Cortland	18.7	40	131	694	46	149	736	40	136	664	48	158	679	39	111	572	40	151	707	39	140	788	60	202	1020
§Dunkirk	18.4	42	135	708	47	150	747	46	149	740	41	138	584	42	125	663	39	150	702	44	155	860	52	175	907
†Elmira	51.4	17	55	262	18	63	305	18	47	212	19	56	225	15	43	228	17	55	215	17	42	224	18	55	310
Endicott	21.1	36	120	632	36	120	601	37	125	605	40	133	559	37	105	529	41	155	730	38	137	772	39	133	705
Fulton	14.1	53	172	856	52	177	872	56	184	961	56	187	860	46	139	770	48	171	838	55	186	990	51	170	886
Geneva	17.9	47	144	729	48	152	753	38	126	621	39	123	548	38	110	569	37	137	634	54	183	970	37	130	686
Glen Cove	18.7	41	133	696	40	132	666	49	159	793	45	150	655	53	166	911	30	104	481	46	162	895	56	196	1002
Glens Falls	20.0	39	126	660	41	134	669	29	93	443	34	105	463	28	89	437	27	99	434	24	90	519	32	109	575
§Gloversville	24.1	32	109	566	37	126	628	36	120	589	37	125	527	40	113	585	28	102	457	36	131	756	42	143	742
Hempstead Township	566.2	3	7	17	2	5	11	3	8	28	3	7	16	4	9	44	3	8	27	3	7	29	3	8	43
Hornell	15.1	51	167	831	53	178	879	53	167	849	52	167	721	44	131	707	52	179	878	50	174	938	48	166	865

[1] The general merchandise estimates for Albany and Menands reflect the location of a large chain mail-order house and department store outlet just outside the Albany city limits in the town of Menands.

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

SCHENECTADY, N. Y.

"An Exceptionally Good Market . . ."! (FROM SALES MANAGEMENT'S SPECIAL REMARKS)

INCOME and SALES SHOW A PLUS STANDARD

57.4% of spending Units are in the $4000 and Over Income Brackets

THE SCHENECTADY GAZETTE DOMINATES THIS MARKET!

Leader in Circulation and Advertising for 60 years

NO. 1. in CIRCULATION

City Zone — Retail Trading Zone — Total

42,039 TOTAL NET PAID

Publisher's Statement for 6 months ending Sept. 30, 1954 as filed with the Audit Bureau of Circulations subject to audit.

Schenectady GAZETTE

NO. 1. in ADVERTISING

TOTAL ADVG. **9,757,478** LINES
1ST 9 MONTHS 1954

1,754,250 LINES MORE THAN 2nd PAPER
(FROM MEDIA RECORDS FOR SEPT. 1954)
REYNOLDS-FITZGERALD NAT. REP.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

NEW YORK — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Hudson	12.0	55	181	935	57	144	928	61	203	1031	55	171	767	53	155	854	47	167	867	53	180	966	54	189	977
Ithaca	29.8	26	93	473	26	98	480	26	87	413	28	91	402	24	81	374	31	111	498	25	94	562	29	99	538
†Jamestown	44.0	20	63	302	19	74	346	20	58	259	20	60	240	16	50	251	21	71	286	21	71	400	19	66	346
Kenmore	21.1	37	121	634	31	112	526	42	142	712	31	95	435	58	180	978	56	188	941	29	105	614	25	92	496
Kingston	29.0	28	96	484	29	108	509	24	76	367	22	70	303	26	84	393	24	79	330	23	81	445	31	102	559
Lackawanna	29.2	27	95	481	27	100	488	41	139	677	49	160	691	29	90	443	49	173	850	32	114	658	40	140	729
Lockport	26.1	30	103	529	33	115	566	30	96	463	30	94	430	33	97	484	33	124	549	22	74	416	28	95	516
Long Beach	20.9	38	123	640	28	107	502	47	153	749	33	97	437	60	193	1009	50	176	865	57	193	1015	38	131	694
Malone	9.8	57	188	991	59	194	1011	59	197	1018	60	196	968	45	136	746	54	182	927	41	147	823	57	198	1007
Menands [1]	2.7	61	205	1043	61	205	1043	21	64	304	61	205	1043	5	10	49	61	205	1043	61	204	1042	61	205	1043
Middletown	22.8	34	115	592	35	119	597	33	108	517	35	108	468	41	114	591	32	119	532	34	126	734	26	93	498
Mount Vernon	74.2	14	37	174	10	26	126	14	36	171	11	23	101	27	87	427	11	31	121	14	33	188	14	42	259
North Hempstead Township	178.7	6	12	60	5	11	46	7	13	70	6	16	69	7	12	60	7	25	109	7	15	97	7	21	138
New Rochelle	60.2	16	48	214	13	31	142	16	43	194	18	50	190	18	57	280	15	44	172	13	31	183	17	53	305
†New York City [2]	8071.8	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1
§†Newburgh	32.0	25	87	434	25	96	460	22	65	305	21	64	263	21	74	334	20	68	279	19	62	350	21	85	456
Niagara Falls	96.7	11	26	128	12	29	134	13	31	145	14	32	130	13	35	166	16	48	198	15	35	198	12	30	185
North Tonawanda	25.8	29	100	515	32	113	528	50	161	801	50	161	694	56	177	970	59	196	999	48	166	911	58	199	1010
Nyack	6.1	60	198	1031	60	199	1033	60	202	1027	57	189	874	59	186	992	25	97	425	40	143	809	55	191	986
Olean	23.4	33	112	579	34	118	595	31	101	501	36	114	485	30	91	444	42	157	742	31	109	640	33	110	577
Oneida	11.9	56	184	944	56	181	906	57	195	1010	59	194	907	52	165	909	51	178	877	45	161	888	49	168	869
Oneonta	14.0	54	173	859	54	179	888	44	148	727	54	169	729	23	79	369	53	181	904	52	177	952	44	147	754
Ossining	16.3	48	156	788	43	141	705	51	162	810	46	153	659	57	178	972	43	162	775	51	175	944	50	169	882
Oswego	22.7	35	116	594	44	142	711	45	148	737	38	127	545	55	173	940	35	131	588	49	171	934	47	153	789
Oyster Bay Township	114.6	9	20	98	8	14	81	19	57	258	16	38	148	51	158	869	36	132	604	26	96	564	22	88	482
Patchogue	8.2	58	194	1012	58	193	1004	54	159	854	47	157	677	32	94	472	55	183	929	58	196	1020	59	201	1017
Peekskill	18.3	45	139	712	42	137	679	34	115	574	32	96	436	47	144	811	26	98	431	42	153	856	23	90	492
Plattsburg	18.1	46	142	720	51	171	844	39	133	653	51	166	719	31	92	453	46	165	802	37	133	758	43	145	746
Port Chester	24.3	31	106	565	30	110	522	32	104	507	26	82	365	48	147	818	22	74	299	56	188	1001	30	100	551
†Poughkeepsie	41.4	21	67	326	21	79	362	17	46	202	13	29	123	14	37	172	18	57	231	18	56	320	16	60	297
†Rochester	334.8	4	9	36	4	9	36	4	9	34	4	9	29	3	8	32	4	9	31	4	8	35	4	9	45
†Rome	45.0	19	61	296	20	76	350	27	90	419	24	78	348	25	82	379	38	146	679	33	125	732	27	94	514
Saratoga Springs	16.0	49	160	802	55	180	896	43	143	720	58	191	885	49	149	840	44	163	787	43	154	859	41	141	731
†Schenectady	94.1	12	28	135	11	28	133	10	25	109	12	28	109	10	29	139	14	40	153	10	26	146	8	24	142
†Syracuse	225.2	5	11	49	6	12	50	5	10	48	5	11	44	6	11	51	5	14	65	5	10	55	5	10	60
§Tonawanda	15.4	50	164	821	49	153	762	48	157	786	44	147	633	22	77	338	58	194	995	47	164	907	36	122	651
†Troy	72.8	15	38	177	17	48	212	15	40	183	17	40	158	19	60	285	13	35	136	16	36	200	15	45	271
†Utica	101.9	10	25	121	14	32	148	11	28	120	10	22	100	12	34	159	12	34	132	11	27	149	11	28	181
†Watertown	35.5	23	79	394	24	93	439	23	67	316	23	74	327	17	55	270	23	78	324	20	68	381	20	72	399
White Plains	47.8	18	58	277	16	43	195	9	24	108	9	21	97	8	13	74	9	27	113	8	24	143	13	35	218
Yonkers	157.6	7	13	68	7	13	56	8	22	103	7	14	64	20	66	310	8	26	111	9	25	145	9	25	147

[1] The general merchandise estimates for Albany and Menands reflect the location of a large chain mail-order house and department store outlet just outside the Albany city limits in the town of Menands.

[2] The City of N. Y. includes Bronx, Queens, Kings, New York and Richmond Counties.

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

SPENDING FAMILIES . . .

THERE ARE 37,100

IN THE TROY CITY ZONE

With an average family income of $5,488,* spending $154,284,000* annually.

So go beyond the corporate City of Troy and consider the **Troy City Zone** with its **123,500 Population** →

*TOTAL NET INCOME: $203,687,000

FOOD SALES: $44,714,000

GEN. MDSE. SALES: $8,778,000

FURN.-HS.-RADIO: $10,832,000

AUTOMOTIVE: $29,334,000

DRUG: $3,054,000

Circ.: 47,071 Rate: 20c

THE RECORD NEWSPAPERS

• THE TIMES RECORD •
• THE TROY RECORD •
TROY, N. Y.

* From 1954 special Sales Man. study.

Here's GROWTH!

84% Gain in Retail Sales in Five Years (average gain for all N. Y. Cities—35%)

Rome — one of New York State's fastest-growing metropolitan centers — serves an area that includes an enviable array of high-pay industries and the state's fourth richest farm county.

This prosperous income pattern extends through the entire market. In Rome itself the *median* income is above $4,000 . . . offering a broad target for advertisers of both staples and higher-priced merchandise.

More than 78% of the city's consumer spending units and 94% of the income are centrated above the $2,500 income level — offering you a market that's *solidly* able to buy everyday necessities in plus quantities.

Only one newspaper provides complete coverage of this GROWING market.

Call, wire or write W. S. DeHimer, Adv. Dir. for merchandising cooperation, surveys or additional market information.

Rome Daily Sentinel
ROME, NEW YORK

Now Over 17,000 Circulation

ALTOONA—SOLID, SUBSTANTIAL AND GROWING.

These Sales Management Altoona, Pa., national rankings* tell the story

	Rank	% Standing
Total income	**221**	**22%**
Total retail sales	**221**	**22%**
Food sales	**163**	**16%**
General merchandise sales	**187**	**18%**
Furniture-household-radio	**159**	**15%**

(Rankings in comparison with 1,042 leading U. S. cities)

We say "growing", too, because in METROPOLITAN *ALTOONA, SALES MANAGEMENT's* Survey of Buying Power estimates that effective Buying Income has increased over $20,000,000 since last year! Retail Sales have jumped more than $3,500,000; Automotive Sales $3,000,000! Food Sales alone stand at $41,160,000. This does not spell boom—it spells continued solid *growth.*

AND, THE MIRROR's home readership means your advertising is hitting the bullseye in this market. Advertiser's recognition of this fact consistently results in record lineage—as much as 12,000,000 lines in a year—millions *more* than are carried by many of the country's big metropolitan papers.

Altoona Mirror.

ALTOONA'S ONLY EVENING NEWSPAPER

RICHARD E. BEELER, ADV. MGR.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

PENNSYLVANIA

CITY	1/1/54 (Thous.)	SM POPULATION: Population			SM INCOME: Total Effective Buying Income			SM RETAIL SALES RANKINGS BY STORE GROUPS: Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
§Aliquippa	26.3	27	101	524	28	111	524	40	122	595	31	110	477	29	83	391	63	177	876	57	169	925	40	121	640
†Allentnwn	109.8	6	24	110	6	24	117	6	21	100	6	27	119	4	18	83	5	18	80	5	20	114	7	31	188
†Altoona	76.9	9	34	162	14	50	221	15	48	221	10	41	163	13	39	187	14	42	159	20	59	333	19	59	322
Ambridge	16.2	49	158	794	40	147	734	41	124	602	28	93	418	54	151	849	51	136	631	51	156	863	32	101	553
§Beaver Falls	17.4	41	147	751	41	148	735	35	106	513	30	103	461	30	88	428	33	92	410	32	85	483	36	108	574
†Bethlehem	68.0	12	41	187	11	44	196	16	51	231	12	43	173	31	93	462	20	59	233	11	41	222	10	34	212
Braddock	16.3	47	155	786	46	152	802	32	100	480	36	121	502	37	103	518	18	52	207	31	84	474	44	132	700
Bradford	17.4	42	148	752	37	140	698	45	135	663	41	136	571	52	140	779	54	142	659	39	106	634	41	124	662
Bristol	16.3	46	154	787	42	151	750	55	168	851	54	170	734	60	163	900	40	113	504	48	148	832	64	192	987
Butler	23.5	31	111	574	30	121	610	22	69	326	24	80	356	16	51	252	30	84	363	22	61	341	25	73	400
Carlisle	17.4	43	149	753	48	164	805	46	138	676	50	162	700	41	115	603	37	109	487	47	146	819	47	138	716
Carnegie	12.2	57	180	925	53	170	832	63	185	968	47	155	671	62	172	939	59	156	739	53	158	875	63	187	962
Chambersburg	18.3	38	140	713	44	160	785	37	118	584	48	156	675	48	124	653	42	115	522	42	118	683	45	134	706
Charleroi	9.7	62	189	992	59	186	960	47	145	722	62	182	826	32	95	479	39	112	502	41	117	674	59	180	944
Chester	69.2	11	40	186	12	45	203	10	37	173	7	28	121	34	99	487	10	32	123	14	47	273	13	39	230
Clairton	21.0	34	122	636	33	125	626	64	186	970	44	148	641	67	199	998	66	193	994	60	173	937	58	179	931
Coatesville	14.0	55	174	860	49	165	806	56	171	859	56	172	745	57	159	880	49	133	605	56	168	923	34	105	566
Connellsville	13.4	56	176	882	58	185	931	58	174	887	68	200	1000	40	112	579	55	143	660	49	149	814	39	120	634
Doylestown	5.5	68	212	1038	68	197	1022	60	179	926	67	199	980	51	135	738	64	185	940	50	152	850	61	184	953
Du Bois	11.4	60	186	963	64	191	973	52	158	789	55	171	737	39	107	536	44	120	534	45	139	785	60	182	949
§†Easton	35.1	21	80	400	23	87	407	17	64	247	17	64	211	15	47	243	15	47	196	26	75	426	21	62	330
†Erie	134.7	3	16	82	3	17	87	3	17	79	3	15	66	6	19	87	3	16	75	3	13	94	4	17	127
Greenville	9.4	65	192	997	60	187	962	67	193	1006	64	188	864	53	150	844	62	172	849	61	179	965	65	193	991
Greensburg	17.6	39	145	742	38	139	696	26	78	378	35	120	501	21	62	291	23	63	250	29	80	442	35	107	573
Hanover	14.7	53	169	841	51	167	816	39	121	591	57	176	772	35	100	504	31	86	377	44	134	760	51	159	808
†Harrisburg	91.6	8	29	137	8	30	139	4	19	95	8	31	129	5	17	84	6	21	94	4	19	113	3	12	83
†Hazleton	35.1	22	81	401	24	94	444	28	85	407	27	88	394	27	78	385	25	67	269	33	89	511	30	89	489
§Homestead	9.7	63	190	993	61	188	969	50	151	744	38	129	551	61	164	905	36	108	477	66	190	1004	31	98	536

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

Some people are born leaders



...like WCAU, Philadelphia

RADIO—WCAU-Radio has 10 out of the top 10 programs in the Philadelphia area.

TELEVISION—WCAU-TV has 9 out of the top 10 programs in the Philadelphia area.

Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

Be sure to schedule Scranton-Wilkes-Barre

...THE 3rd LARGEST

SINGLE MARKET IN PENNSYLVANIA!

Population - 614,146*

RETAIL SALES - $621,500,000.



*Standard Metropolitan Districts... U. S. Census 1950. Hazleton excluded from Scranton - Wilkes-Barre.

The Scranton Times

GEORGE A. McDEVITT CO., INC. National Representatives

New York, Chicago, Philadelphia, Pittsburgh, Detroit

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

PENNSYLVANIA — (Continued)

CITY	SM POPULATION 1/1/54 (Thous.)	SM POPULATION Population State	Area	Nation	SM INCOME Total Effective Buying Income State	Area	Nation	SM RETAIL SALES RANKINGS BY STORE GROUPS Total Retail State	Area	Nation	Food State	Area	Nation	General Merchandise State	Area	Nation	Furniture Household Radio State	Area	Nation	Automotive State	Area	Nation	Drug State	Area	Nation
Indiana	11.9	59	185	945	65	192	976	42	128	624	59	178	802	33	96	480	45	122	540	34	93	545	49	142	735
Jeannette	16.5	45	153	781	47	163	803	57	173	872	39	130	553	58	161	886	38	110	494	67	191	1006	62	185	956
Jenkintown	5.1	69	203	1041	66	195	1015	53	160	796	60	180	810	68	190	1003	67	197	1015	52	157	865	54	167	868
†Johnstown	63.2	14	43	198	16	56	256	12	42	189	16	52	232	7	21	90	16	50	205	13	46	270	16	49	289
Kingston	21.3	33	119	627	31	122	615	43	131	639	49	159	680	64	176	962	68	201	1025	69	205	1043	67	197	1006
Kittanning	7.8	66	195	1019	67	196	1016	54	164	831	65	190	877	46	120	634	57	153	721	37	101	588	52	163	851
†Lancaster	64.6	13	42	195	10	42	189	11	38	180	15	49	189	10	28	124	12	38	150	16	50	284	8	32	202
Latrobe	12.0	58	182	936	57	183	921	59	177	916	63	183	832	50	128	689	47	128	562	59	172	936	66	194	993
Lebanon	31.3	24	89	445	26	104	496	29	89	418	33	113	484	28	80	372	28	76	301	25	70	390	29	84	452
Lewistown	14.3	54	171	851	56	182	909	48	147	734	45	149	642	38	106	534	48	129	574	58	170	926	42	125	663
Lock Haven	11.4	61	187	964	62	189	971	68	198	1019	66	195	917	44	118	619	53	140	654	65	189	1002	69	203	1023
Lower Merion Township	52.9	16	52	245	9	38	171	21	68	324	20	68	286	66	183	985	35	106	471	9	39	209	11	37	227
McKeesport	51.5	17	54	260	17	59	281	13	44	196	9	34	133	19	54	264	8	24	104	12	44	261	15	43	266
McKees Rocks	16.3	48	157	789	45	161	787	91	180	941	42	137	581	85	181	979	65	191	979	66	192	1008	56	172	893
Meadville	18.9	37	130	690	35	135	671	31	99	478	32	111	482	36	101	506	34	105	484	23	64	360	33	104	565
Monessen	17.6	40	146	743	39	144	726	62	182	952	46	151	657	63	174	943	56	145	675	62	182	968	53	164	852
Mount Lebanon Township	29.3	25	94	478	18	80	285	65	188	978	37	123	521	69	197	1025	69	204	1038	46	144	810	37	118	618
†New Castle	49.8	18	57	270	19	61	298	18	59	267	18	59	231	20	58	281	19	58	232	17	54	316	18	58	321
§New Kensington	25.8	29	106	534	29	114	560	25	77	368	26	86	373	26	75	335	13	39	152	21	60	337	26	76	413
Norristown	40.1	20	70	338	22	73	339	24	74	352	21	73	326	22	63	293	26	73	298	40	111	642	23	70	370
Oil City	19.6	36	128	673	43	154	768	44	134	659	40	134	568	49	126	671	50	134	607	36	100	582	50	154	791
†Philadelphia	2127.7	1	2	3	1	2	5	1	2	5	1	2	4	1	2	3	1	2	4	1	2	5	1	2	5
†Pittsburgh	673.5	2	5	13	2	6	16	2	5	12	2	5	12	2	3	6	2	7	18	2	6	20	2	5	18
Pottstown	24.1	30	110	567	27	109	518	30	98	477	34	119	499	43	117	611	29	83	359	27	77	435	28	82	443
Pottsville	23.4	32	113	580	34	133	668	33	102	502	51	183	708	24	69	314	24	65	280	38	104	608	38	119	628
†Reading	110.2	5	23	107	5	23	116	5	20	98	5	25	108	8	24	98	4	17	78	6	22	131	6	23	141
†Scranton	125.0	4	19	91	7	27	128	7	26	114	4	24	102	9	25	111	7	22	101	8	37	201	9	33	205
Shamokin	18.6	44	152	775	54	173	862	51	156	781	53	165	714	45	119	624	43	117	525	63	184	978	46	135	709
Sharon	27.0	26	98	512	25	97	478	23	71	330	22	75	334	18	53	261	27	75	300	19	57	321	22	64	336
Somerset	6.1	67	199	1032	69	201	1037	66	189	982	69	201	1018	59	162	897	58	154	722	55	167	914	68	200	1012
Sunbury	15.7	50	162	816	55	176	871	49	150	741	61	181	825	42	116	610	41	114	510	43	121	718	48	139	722

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See pages 114 for multiple city rankings.

For further information on population, Effective Buying Income and retail sales see May 10, 1954 Survey of Buying Power.



Ever Look at a Newspaper *This* Way?

More for the money means a lot to buyers of newspapers as well as other goods.

This accounts for the loyalty THE INQUIRER wins from its readers. They know they have received FULL VALUE. As manifested in more editorial features, more columnists, more comics . . . than any Philadelphia newspaper.

Look at THE INQUIRER for all it offers its readers . . . and for all it offers YOU . . . selling power unmatched in America's third market. For selling power alone makes THE INQUIRER FIRST . . . FIRST *in national advertising, retail advertising, classified advertising and total advertising.*

Boom Continues in DELAWARE VALLEY, U.S.A.

$372 million industrial expansion set for 1954—18% increase over 1953. In face of 8% nationwide industrial expenditure decline.



The Philadelphia Inquirer

The Voice of Delaware Valley, U.S.A.

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DETROIT
GEORGE S. DIX
Penobscot Bldg.
Woodward 5-7260

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FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

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FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
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SALES RANKINGS, STATE, AREA, NATION — (Cont.)

PENNSYLVANIA — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Tarentum	9.6	64	191	994	63	190	972	69	201	1026	58	177	785	56	157	867	60	158	744	64	185	989	57	177	919
Uniontown	20.3	35	125	651	38	143	725	20	63	302	25	84	370	17	52	257	17	51	206	18	55	318	24	71	373
Upper Darby Township	96.4	7	27	131	4	19	90	14	45	199	11	42	169	25	70	318	21	60	238	7	34	191	5	18	128
Warren	14.9	52	168	837	52	169	828	34	105	510	52	164	709	12	32	148	61	166	805	54	159	881	55	171	891
Washington	26.0	28	105	532	32	123	620	27	80	387	23	76	338	23	67	311	32	89	391	35	97	568	29	60	326
West Chester	15.6	51	163	816	50	166	812	38	119	585	43	141	594	47	121	635	46	126	558	30	83	470	43	128	679
†Wilkes-Barre	74.9	10	35	171	13	46	207	8	32	147	14	47	187	3	14	79	9	30	117	28	78	438	14	41	251
Wilkinsburg	32.2	23	85	429	21	71	337	36	107	514	29	98	450	55	153	853	52	138	640	15	48	275	27	79	432
†Williamsport	46.0	19	59	289	20	66	318	19	60	274	19	63	253	14	42	227	22	62	247	24	65	364	17	51	299
†York	61.7	15	45	202	15	53	228	9	35	168	13	46	182	11	27	129	11	38	141	10	40	215	12	38	229

WEST VIRGINIA

Beckley	20.9	9	124	641	9	136	676	7	110	537	8	179	805	6	73	329	7	96	421	6	88	508	9	150	773
§Bluefield	21.7	8	118	619	8	130	653	9	127	622	9	192	890	9	86	418	10	123	544	10	138	771	7	111	580
§†Charleston	74.6	2	36	173	1	33	153	1	23	106	1	30	124	1	22	93	1	23	103	1	16	101	1	20	137
Clarksburg	32.6	5	84	423	5	90	433	4	73	349	4	104	462	4	61	287	4	72	290	4	69	385	5	83	446
Fairmont	30.0	6	92	468	6	103	493	6	103	504	6	112	483	7	76	337	11	148	685	8	98	577	8	113	588
Huntington	88.0	1	30	141	2	37	168	2	41	186	2	53	205	3	36	168	3	49	203	2	32	185	2	29	182
Logan	5.1	11	204	1042	11	204	1040	11	194	1007	11	204	1042	10	109	564	9	101	456	11	194	1016	11	161	845
Morgantown	27.0	7	99	513	7	117	586	8	113	549	7	140	593	8	85	407	8	100	436	7	92	527	6	97	523
Parkersburg	40.3	4	69	337	4	84	393	5	92	432	5	109	471	5	72	328	6	88	385	5	87	501	4	78	419
Wheeling	60.5	3	47	213	3	51	224	3	49	225	3	62	244	2	31	147	2	45	180	3	67	376	3	48	287
Williamson	8.9	10	193	1004	10	198	1023	10	165	844	10	197	970	11	134	734	5	87	378	9	124	729	10	158	804

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

Sales Management's

1954 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows

at a glance

comparative

Retail Sales Strength

of every county

. . . 27" x 41"

. . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1040 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1954).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: $3.50 a single copy: $3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.



SPECTACULAR?



AURACULAR?



we speak in the VERNACULAR!...

Yes . . . WIP speaks in the vernacular . . .

Sales . . .

Results . . .

For WIP's Results are Spectacular!

WIP's spectaculars are produced in color . . . ONE color . . .
Beautiful, bright, exciting, profitable, legal-tender green.

Because of spectacular results, produced by everyday sales, WIP is consistently preferred by local and national advertisers.

In 1953, and again in 1954, WIP has more local and national advertisers than any other network station in Philadelphia.*

Both local and national advertisers know that WIP not only talks sales and results . . . WIP *gets* sales and results.

For chapter and verse, or in the vernacular . . . how to ring the cash register spectacularly . . use WIP. Ask PETRY . . .

*Broadcast Advertisers Reports for July, 1953 and September, 1954.

MBS **WIP** 5000 WATTS
610 KC

National Representatives **EDWARD PETRY CO., INC.**

PHILADELPHIA'S PIONEER VOICE

SOUTHEAST: KEY MARKETING TRENDS SINCE 1939

	Alabama	Arkansas	Florida	Georgia	Kentucky	Louisiana	Mississippi	North Carolina	South Carolina	Tennessee	Virginia	Southeast	U. S. A.
POPULATION (000)													
1940	2,833	1,949	1,897	3,124	2,846	2,364	2,184	3,572	1,900	2,916	2,678	28,262	
1950	3,062	1,910	2,771	3,445	2,945	2,684	2,179	4,062	2,117	3,292	3,319	31,784	
1953	3,127	1,898	3,314	3,604	3,013	2,871	2,220	4,289	2,221	3,373	3,570	33,500	
% Change 1950/40	8.1	−2.0	46.1	10.3	3.5	13.5	−0.2	13.7	11.4	12.9	23.9	12.5	14.4
% Change 1953/50	2.1	−0.6	19.6	4.6	2.3	7.0	1.9	5.6	4.9	2.5	7.6	5.4	6.2
INCOME (Mil. $)													
1939	681	479	808	899	839	826	438	1,088	494	751	1,074	8,479	
1948	2,519	1,517	2,576	2,820	2,387	2,314	1,524	3,488	1,568	2,882	3,115	26,710	
1953	3,101	1,807	4,466	3,951	3,273	3,437	1,861	4,572	2,222	3,690	4,737	37,117	
% Change 1948/39	269.9	216.7	218.8	213.7	184.0	180.1	247.9	220.6	217.4	283.7	190.0	215.0	169.2
% Change 1953/48	23.1	19.9	73.4	40.1	37.1	48.5	22.1	31.1	41.7	28.0	52.1	39.0	30.2
RETAIL SALES (Mil. $)													
1939	436	298	614	625	520	486	282	633	332	606	628	5,460	
1948	1,639	1,083	2,340	2,112	1,682	1,681	1,008	2,249	1,148	2,088	2,227	19,257	
1953	2,191	1,413	3,494	2,754	2,218	2,351	1,302	3,129	1,559	2,845	3,009	26,265	
% Change 1948/39	275.9	263.4	281.1	237.9	223.5	245.9	257.4	255.3	245.8	244.5	254.6	252.7	210.5
% Change 1953/48	33.7	30.5	49.3	30.4	31.9	39.9	29.2	39.1	35.8	36.2	35.1	36.4	31.8

(Source: U. S. Census Bureau and SALES MANAGEMENT's *Survey of Buying Power*.)

SOUTHEAST STATES

Tremendous Upgrading of Markets

This region, since 1939 and since the end of World War II, has scored the greatest percentage gains in income, despite a lag in population, because of a tremendous upgrading of what were poor rural markets before the war. The South has been undergoing a simultaneous farm and industrial revolution. The tractor and other examples of farm mechanization have released large sections of the rural labor force to man many newly built plants producing apparel, textiles, furniture, chemicals, metal products, etc., although the chief emphasis in southern manufacture is still on light industry.

The shift from farm to industry, which has progressed to the point where income from manufacturing outranks income from farming in the Southeast, also has permitted a considerable upgrading of southern Negro markets. This has added greatly to southern purchasing power. For this reason retail sales in the Southeast have scored the greatest gains since 1939 (381% as against 309% for the U. S.). Income gains in the Southeast have also outranked those of the nation.

The farm revolution made it possible for a relatively smaller labor force to score these gains, and emigration of population has continued. Thus the population gain since 1939 has been only 18% as compared with a national gain of 21%. Consequently, per capita income gains have been higher here than elsewhere in the nation. The distribution of the nonfarm employment gains since 1939 have been spread fairly evenly, by state, with the greatest going to Florida and the smallest gain accruing to Arkansas.

Florida is the only southern state to enjoy a major population expansion and it therefore outranks all other southern states in all other economic categories. Considerable progress has also been scored in South Carolina, Georgia and Kentucky (aided by large atomic energy construction projects) and Alabama:

Non-Farm Employment (000)

	1939	1953	% Gain
Alabama	398	677	70.3
Arkansas	196	316	61.3
Florida	385	837	117.4
Georgia	512	906	76.9
Kentucky	377	620	64.5
Louisiana	393	696	77.0
Mississippi	201	333	65.9
North Carolina	612	1,011	65.1
South Carolina	302	537	77.5
Tennessee	463	830	79.1
Virginia	533	895	67.8
Southeast	4,372	7,658	75.2
U. S. A.	**30,311**	**49,511**	**63.3**



FLORIDA at its BEST . . .

The PERRY Markets

JACKSONVILLE—2nd largest city in state. Retail sales 51% above average expectations, general merchandise 53% above, automotive 88%, drug 103%! Ninth largest city in eleven Southeastern states . . . equalling or bettering this population rank in income, retail sales, food, furniture-household-radio, automotive and drug sales. Betters or equals its national population rank in retail sales, food, automotive and drug sales.

WEST PALM BEACH—Eighth largest city in state. Betters this population rank in every category analyzed in this Sales Management study. Shows the same superiority—in all categories—in both region and nation. Regionally, jumps ahead of 14 larger markets in retail sales, 28 in automotive, 13 in drug. Nationally, betters 86 larger markets in retail sales, 144 in automotive, 85 in drug sales!

PENSACOLA—Retail sales 56% above average expectations, automotive 154% above, drug 80%, general merchandise 28%. Retail dollar volume exceeds total income by $19,627,000. Pensacola always moving in one direction—UP!

PANAMA CITY—North West Florida's City of Progress. In past 5 years, retail sales have more than doubled—gaining 108%. compared with 60% gain for Florida, 34% for U. S.

DELAND—Retail sales 73% above average expectations, automotive 117%, drug 127%!

OCALA—Outranks 11 larger Florida cities in automotive sales, 7 larger cities in retail sales, 7 in furniture-household-radio, 6 in general merchandise, 4 in drug and 2 in food sales!

. . . and Selling
"FLORIDA at Its BEST" . . .

THE PERRY NEWSPAPERS AND RADIO STATIONS

NEWSPAPERS
- Jacksonville Journal
- Palm Beach Post-Times
- Pensacola News-Journal
- Ocala Star-Banner
- DeLand Sun-News
- Melbourne Times
- Leesburg Commercial
- Panama City News-Herald

ALL FLORIDA MAGAZINE

RADIO STATIONS
- WJHP and WJHP-TV, Jacksonville
- WCOA, Pensacola
- WDLP, Panama City
- WTMC, Ocala

John H. Perry Newspapers

Representatives JOHN H. PERRY ASSOCIATES

Suite 502 . . . 19 W. 44th St. . . . New York 36, N. Y.

CHICAGO DETROIT ATLANTA PHILADELPHIA SAN FRANCISCO LOS ANGELES

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

SOUTHEAST AREA

ALABAMA

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Anniston	33.8	6	70	409	6	87	559	6	64	398	5	59	413	6	80	440	6	79	422	5	51	252	6	72	416
Bessemer	30.5	7	82	480	8	93	591	8	89	523	7	85	440	8	101	528	7	94	480	10	93	473	9	107	595
†Birmingham	342.6	1	5	34	1	6	43	1	6	39	1	6	41	1	4	38	1	5	35	1	5	33	1	8	48
Decatur	23.5	11	108	575	10	108	678	10	108	598	8	92	592	11	136	687	8	101	505	11	97	490	12	140	739
Dothan	26.7	9	93	519	9	105	673	9	97	551	10	117	732	13	140	731	11	123	599	7	75	386	11	119	666
§Florence	27.4	8	90	507	7	92	585	11	109	604	11	120	747	10	115	595	13	158	769	8	87	462	10	109	604
†Gadsden	61.5	4	39	206	4	42	284	4	52	294	4	46	310	4	49	260	4	45	251	4	46	213	5	59	313
Huntsville	19.1	12	120	685	12	127	819	7	77	448	12	122	753	5	53	292	9	103	515	6	74	372	8	102	579
Jasper	9.2	13	180	1001	13	182	1027	13	175	973	13	177	1008	12	139	723	10	117	581	13	142	767	13	180	972
†Mobile	138.4	2	15	78	2	18	113	2	17	99	2	16	105	2	20	110	2	19	119	2	17	88	2	13	66
†Montgomery	116.2	3	20	96	3	23	136	3	26	143	3	25	170	3	29	151	3	28	158	3	27	133	3	29	152
Selma	23.9	10	106	571	11	120	759	12	116	642	9	104	669	9	108	566	12	154	782	12	129	682	7	90	507
§Tuscaloosa	50.7	5	50	265	5	59	412	5	61	395	6	63	432	7	99	524	5	46	256	9	92	472	4	58	302

ARKANSAS

Blytheville	17.5	9	135	747	10	136	855	9	121	672	10	163	962	6	113	596	8	134	657	7	88	463	9	135	727
El Dorado	24.6	6	103	556	6	94	593	6	105	586	6	127	782	8	150	766	4	69	389	5	78	410	4	75	424
Fayetteville	19.0	7	121	687	7	117	742	10	130	710	8	149	889	5	105	548	10	165	810	10	115	597	8	134	724
†Fort Smith	55.0	2	45	234	2	43	286	2	48	262	2	56	390	2	45	226	2	62	356	2	36	171	3	56	270
Hot Springs	31.2	5	77	448	5	75	507	3	62	396	5	77	504	3	81	442	5	76	416	8	101	515	2	53	264
Jonesboro	17.9	8	128	730	8	119	758	8	120	671	9	153	913	7	123	628	6	90	482	6	79	411	7	120	669
§†Little Rock	110.9	1	21	105	1	17	112	1	19	104	1	21	151	1	14	72	1	25	144	1	19	106	1	19	90
§†North Little Rock	47.7	3	52	278	3	50	353	5	68	415	4	69	465	9	156	813	7	106	527	3	44	210	5	78	450
Pine Bluff	41.4	4	59	327	4	63	447	4	65	401	3	68	457	4	104	544	3	65	379	4	59	326	6	99	555
Stuttgart	8.0	12	183	1017	12	179	1020	11	179	986	11	183	1031	11	183	990	11	190	928	12	153	837	11	163	886
§†Texarkana	17.4	10	137	754	9	133	852	7	117	652	7	134	840	10	180	976	9	148	711	11	148	800	10	160	853
West Memphis	12.2	11	167	926	11	174	1005	12	185	1036	12	186	1039	12	184	1019	12	185	1026	9	107	542	12	186	1029

FLORIDA

Bradenton	16.6	20	140	776	21	135	854	21	143	775	20	106	678	14	107	561	21	160	779	19	145	786	18	92	525
Clearwater	21.0	18	115	637	18	104	660	18	111	615	18	97	617	17	142	740	14	88	452	15	112	585	19	96	535
Coral Gables	23.3	17	109	581	12	70	470	16	99	554	11	60	415	22	174	919	19	130	632	24	183	1017	11	49	237
Daytona Beach	33.0	13	72	420	11	67	463	10	56	357	10	49	337	9	60	331	9	50	297	11	85	456	10	47	228
*Fort Lauderdale	43.6	9	56	304	8	47	315	8	41	215	8	43	260	7	50	263	7	34	176	8	38	189	8	38	183
Fort Myers	16.2	21	142	795	20	131	848	20	129	704	23	115	718	15	121	615	20	147	715	20	146	793	21	103	581
Fort Pierce	15.9	23	146	809	23	146	900	22	144	777	24	118	735	21	170	889	23	163	804	18	144	775	26	184	995
Gainesville	28.5	15	86	493	17	102	637	12	71	422	14	66	443	16	137	699	13	83	439	10	72	389	15	70	402
Hollywood	17.9	19	129	731	19	106	674	19	112	623	17	74	484	26	185	1020	18	121	590	25	185	1029	14	65	367
†Jacksonville	216.4	2	9	50	2	9	63	2	8	49	2	7	47	2	10	61	2	9	56	2	7	46	2	7	42
Key West	31.2	14	78	449	14	72	484	23	162	902	19	100	628	20	169	883	22	162	786	26	186	1032	23	130	707
Lakeland	35.6	11	68	392	13	71	482	11	66	404	13	64	438	11	87	465	11	63	362	9	67	343	12	82	355
†Miami	281.6	1	6	42	1	5	39	1	4	31	1	4	35	1	7	41	1	1	22	1	3	25	1	2	20
Miami Beach	53.4	6	46	243	5	33	215	5	23	124	5	32	195	10	82	351	8	42	237	17	143	770	4	11	61
Ocala	13.0	24	159	893	24	159	959	17	101	557	22	113	712	18	151	768	17	114	585	13	94	479	20	100	558
†Orlando	58.2	5	40	217	6	36	245	6	28	152	6	33	201	5	24	137	5	29	162	5	22	120	6	24	117
Panama City	33.3	12	71	416	15	76	514	15	82	469	15	67	454	13	100	527	15	92	475	16	121	624	17	78	441
†Pensacola	52.5	7	47	250	9	51	350	9	44	233	9	44	282	8	51	274	10	59	345	7	32	157	9	48	216
Sanford	12.8	25	182	908	26	175	1007	24	168	929	25	140	859	24	179	953	25	183	961	23	182	1000	25	167	888

* Independent estimates of Fort Lauderdale population (received too late for evaluation and use) place population figure at 52,800.

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

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Just picture the potential for your product on Florida's booming Gold Coast . . . a *year 'round* market with a million permanent residents . . . a *bonus* market with 2½ million visitors to swell sales all year long . . . a *booming* market with a billion-and-a-half in buying power and the nation's highest construction rate.

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The Miami Herald ALONE sells the Greater Miami Market.



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WIOD's coverage extends well beyond the 4 Key Counties — Dade, Broward, Monroe and Palm Beach — but the pay-off is in those 4 counties. From Miami north to Palm Beach — from Miami south into the Keys—there is tremendous month-by-month growth in population, business and industry. Use this 4-County market as a test market—as a profitable YEAR 'ROUND MARKET. Use WIOD to win it and hold it for you!



WIOD
Established January 18, 1926
MIAMI, FLORIDA

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

FLORIDA — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug					
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation			
Sarasota	26.5	16	96	522	16	89	568	14	75	442	12	61	424	19	166	857	12	74	403	14	110	560	16	71	415			
St. Augustine	16.2	22	143	796	22	138	864	25	177	980	21	109	690	25	181	981	26	184	971	22	175	947	22	126	698			
†St. Petersburg[1]	122.0	4	19	92	4	15	104	4	18	101	4	29	184	3	12	65	4	21	127	6	31	186	5	21	108			
Tallahassee	39.4	10	62	348	10	58	409	13	73	428	16	70	469	12	89	470	16	109	533	12	91	471	13	64	364			
†Tampa	214.4	3	10	51	3	10	65	3	11	66	3	10	62	4	13	70	3	13	74	3	12	63	3	10	59			
†West Palm Beach	51.3	8	49	263	7	40	269	7	35	177	7	39	228	8	44	225	6	31	166	4	21	119	7	36	178			
Winter Haven	9.4	26	178	998	25	171	999	26	186	1043	26	161	950	23	175	931	24	174	875	21	162	883	24	162	863			

[1] St. Petersburg ranking in general merchandise and drug sales, is influenced by the large Webb's City outlet, classified by the Census Bureau as "general merchandise," as noted in the 1954 *Survey of Buying Power*.

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

NOW A 50,000 MARKET ACCORDING TO 1953 SURVEY OF BUYING POWER

Retail Sales in WEST PALM BEACH **29%** ABOVE PAR VOLUME FOR ITS POPULATION

★ **49th** IN POPULATION IN 11 STATE REGION . . . **BUT** . . .

In Florida and the Southeast region, West Palm Beach and the Post and Times are one of your top-producing sales teams.

21ST IN AUTOMOTIVE SALES
31ST IN FURNITURE-HOUSEHOLD-RADIO
35TH IN RETAIL SALES

Palm Beach POST and TIMES

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A story that made history and drew national attention is the story of the greatest retail real estate sales record in the country . . . Carol City . . . promoted through an eight-page full color section in The Miami Daily News.

This impact and selling force of The News comes from its concentration in the most productive area of Florida — Dade, Broward and Monroe counties. An area that accounts for one-third of the state's spendable income — an area where retail sales have increased 64% since 1948, as compared to 53% for the state. — An area where The Miami Daily News concentrates 89% of its daily and 84% of its Sunday circulation.

Sources: Standard Rate and Data Consumer Markets for 1954 and ABC 6 months' report ending 3/31/54.



MIAMI DAILY NEWS

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

GEORGIA

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS.																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug					
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation			
Albany	39.4	6	63	349	7	64	451	6	58	370	6	73	479	7	82	446	7	68	387	6	55	303	7	69	384			
Athens	31.0	8	80	453	9	84	553	9	92	533	9	88	583	9	118	602	13	136	673	10	90	466	10	101	576			
†Atlanta	452.3	1	2	26	1	2	30	1	1	23	1	3	31	1	1	15	1	3	33	1	1	21	1	4	24			
†Augusta	87.9	4	28	142	4	32	210	3	29	156	4	27	177	2	23	132	4	39	200	4	37	173	3	37	179			
Brunswick	19.6	15	119	674	15	128	826	18	170	937	15	137	847	16	176	933	19	167	821	17	171	918	15	133	723			
†Columbus	88.7	3	27	140	3	25	170	4	32	164	3	26	174	5	38	183	3	27	155	2	25	127	5	44	210			
Dalton	17.9	16	130	732	16	139	866	16	159	891	13	119	736	18	182	983	12	126	611	16	159	878	16	137	734			
Decatur	23.8	13	107	572	8	66	456	12	123	679	7	79	525	15	171	890	18	159	774	8	63	338	6	66	374			
East Point	26.7	9	94	520	6	60	417	13	137	745	14	121	749	19	186	1026	16	144	704	9	66	342	18	147	769			
Gainesville	16.5	17	141	782	17	150	925	8	84	479	19	160	945	11	141	736	9	82	438	7	58	319	12	110	617			
Griffin	14.4	18	152	848	18	156	952	17	165	910	16	139	851	13	165	856	15	141	695	18	172	931	19	148	781			
La Grange	26.3	11	98	525	12	103	643	15	156	864	12	110	695	12	162	843	11	112	552	15	154	844	14	127	697			
†Macon	74.8	5	31	172	5	38	248	5	40	208	5	38	218	4	37	180	5	43	239	5	42	199	4	41	199			

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

$307,465,000
ANNUAL RETAIL SALES

$477,529,000
ANNUAL BUYING INCOME

ASHEVILLE'S 19-COUNTY MARKET

—A Busy ALL-YEAR Market—Buys From The Columns of The Asheville CITIZEN and The Asheville TIMES

The ONLY Thorough Coverage—A Major SELLING Opportunity!

Trade Figures Herein from S-M 1954 Survey of Buying Power

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Asheville, N.C.
MORNING EVENING
CITIZEN & TIMES
SUNDAY CITIZEN-TIMES

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

GEORGIA — (Continued)

CITY	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Marietta	25.4	12	99	541	11	91	533	11	110	633	11	102	617	8	114	533	17	155	734	11	93	482	9	84	488
Moultrie	12.4	19	138	922	19	173	1032	19	182	1013	18	150	931	14	157	833	14	133	633	19	173	974	17	145	768
Rome	31.2	7	79	450	10	93	571	7	78	450	8	82	535	6	73	333	6	55	313	12	105	532	8	81	461
†Savannah	128.4	2	18	93	2	21	133	2	22	123	2	18	118	3	23	143	2	23	123	3	28	128	2	25	121
Valdosta	23.6	10	95	521	13	118	737	10	105	530	10	93	631	10	123	643	8	77	418	13	103	541	11	105	592
Waycross	21.8	14	112	615	14	121	784	14	149	817	17	141	885	17	178	945	10	107	523	14	111	581	13	125	692
KENTUCKY																									
†Ashland	32.0	6	74	435	6	74	501	6	85	500	6	72	473	5	63	355	5	80	424	6	84	455	7	79	451
Bowling Green	18.7	8	123	697	9	130	842	8	102	566	8	126	781	7	88	469	8	119	586	8	119	619	6	77	447
Covington	65.3	2	36	192	2	35	230	3	46	253	2	23	166	4	52	279	3	52	305	5	73	370	3	42	200
Henderson	18.5	9	125	704	8	129	833	10	160	898	9	129	819	13	172	892	13	176	893	13	177	950	9	149	788
Hopkinsville	14.3	11	153	852	10	147	902	9	119	668	10	143	872	8	98	521	9	120	587	11	157	855	10	171	914
†Lexington	55.7	3	42	227	4	45	310	2	27	150	3	30	192	2	27	146	2	37	188	3	43	204	2	22	109
†Louisville	398.9	1	4	33	1	4	32	1	5	33	1	2	27	1	6	40	1	4	34	1	4	32	1	3	22
Madisonville	11.6	12	169	953	11	163	980	12	180	988	12	170	988	10	146	754	12	171	863	9	131	689	12	182	988
Middlesborough	15.3	10	148	826	12	172	1000	11	172	953	11	168	979	9	122	625	11	158	765	12	174	946	13	185	996
Newport	31.4	7	76	443	7	78	523	7	87	515	5	52	362	12	163	854	10	128	617	7	103	526	5	73	417
Owensboro	39.6	5	61	345	5	62	428	5	67	412	7	78	514	6	76	422	6	100	497	4	69	355	8	83	465
†Paducah	55.7	4	43	228	3	44	294	4	49	263	4	48	330	3	48	247	4	56	326	2	40	196	4	43	209
Pikeville	5.6	13	186	1037	13	186	1042	13	184	1035	13	178	1014	11	148	759	7	102	514	10	151	811	11	174	934
LOUISIANA																									
†Alexandria	38.2	6	65	363	6	68	485	5	54	310	4	54	385	4	43	204	5	48	275	6	52	256	5	60	325
†Baton Rouge	144.0	3	14	74	3	12	74	3	21	113	3	20	146	2	19	101	3	18	106	3	20	112	3	18	88
Gretna	15.2	9	149	829	9	151	934	11	183	1017	7	114	713	11	177	937	11	116	578	10	170	917	8	145	756
Houma	12.7	11	163	913	10	158	957	8	153	855	9	133	838	8	117	601	9	95	485	11	176	949	9	152	812
Lafayette	38.2	7	68	364	7	69	469	7	91	532	8	132	837	7	71	392	6	73	399	7	83	452	7	118	661
†Lake Charles	55.9	4	41	226	4	33	255	6	55	315	6	85	557	6	47	232	7	75	407	5	48	223	6	63	356
§†Monroe	44.9	5	55	297	5	57	408	4	45	237	5	76	492	5	46	231	4	38	195	4	24	126	4	52	248
New Iberia	17.7	8	132	738	8	128	799	9	155	860	10	171	989	10	160	835	10	115	572	9	165	898	10	159	844
†New Orleans	606.4	1	1	15	1	1	19	1	2	25	1	1	25	1	3	30	1	2	26	1	6	40	1	1	18
Opelousas	12.9	10	160	898	11	168	993	10	171	939	11	184	1036	9	125	631	8	81	426	8	118	615	11	173	925
†Shreveport	156.0	2	12	69	2	11	72	2	15	85	2	14	99	3	21	117	2	14	89	2	10	56	2	14	74
MISSISSIPPI																									
§†Biloxi	64.5	2	37	196	2	46	313	11	139	752	7	101	640	11	147	755	12	168	812	13	180	977	6	108	597
Clarksdale	18.5	11	126	705	11	114	731	10	136	736	11	131	834	9	134	675	13	179	923	8	116	599	10	132	718
Columbus	18.3	12	127	714	12	137	863	13	181	1003	12	174	1002	12	161	838	10	150	731	12	161	880	13	155	830
Greenwood	19.0	10	122	688	9	99	612	7	98	553	10	130	822	8	130	652	9	149	728	3	61	330	11	150	792
Greenville	32.2	4	73	430	4	82	548	4	88	519	5	91	589	5	109	576	7	124	600	4	76	408	4	95	530
§†Gulfport	25.1	8	101	551	5	83	549	6	95	544	4	87	579	6	110	578	3	70	393	7	100	510	5	104	590
Hattiesburg	31.8	5	75	439	7	95	594	3	81	465	6	96	616	3	64	359	5	104	517	2	53	269	7	111	623
†Jackson	110.2	1	22	108	1	19	122	1	25	137	1	34	204	1	18	92	1	26	149	1	18	92	1	27	149
Laurel	26.8	7	92	516	10	110	703	5	93	534	8	103	654	4	77	423	4	84	441	5	82	446	8	121	674
Meridian	43.0	3	57	309	3	65	453	2	74	440	2	83	546	2	56	313	2	67	386	6	86	460	2	67	376
Natchez	24.7	9	102	555	8	98	600	9	124	683	9	105	672	13	173	908	8	129	618	10	130	687	3	86	480
Tupelo	12.2	13	168	927	13	157	954	12	150	823	13	176	1006	10	138	715	11	153	761	11	138	717	12	154	829
Vicksburg	29.9	6	85	472	6	86	555	8	114	627	3	86	567	7	127	644	6	111	541	9	128	680	9	129	704
NORTH CAROLINA																									
Albemarle	13.1	28	158	889	25	155	951	32	178	985	29	175	1005	28	144	750	26	161	785	28	163	896	26	170	911
Asheboro	8.2	31	182	1013	30	181	1025	27	161	901	28	173	996	27	133	674	29	173	871	20	125	663	21	153	827
†Asheville	55.2	6	44	232	6	48	316	6	38	205	6	42	258	4	31	153	6	41	225	6	45	211	6	35	172

† See pages 238-247, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.
§ See page 114 for multiple city rankings.



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Will reach 9 out of 10 families in a trading area of North Carolina that includes prosperous Nash and Edgecombe counties, the heart of tobaccoland.

Tobacco Farmers Will Receive **$40,000,000** For Tobacco alone During The Fall Of 1954-On The Rocky Mount Market

This is only one segment of the Greater Rocky Mount wealthy agricultural area which also produces cotton, peanuts, sweet potatoes, hay, grain and poultry.

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SALES RANKINGS, STATE, AREA, NATION — (Cont.)

NORTH CAROLINA — (Continued)

CITY	SM POPULATION 1/1/54 (Thous.)	Population			SM INCOME Total Effective Buying Income			SM RETAIL SALES RANKINGS BY STORE GROUPS: Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Burlington	26.9	13	91	514	11	81	542	12	79	451	13	90	586	14	74	410	8	51	303	13	81	425	14	93	528
†Charlotte	145.3	1	13	73	1	14	80	1	12	74	1	13	89	2	15	73	2	17	100	1	13	73	1	15	78
Concord	17.1	21	138	760	19	134	853	22	142	769	15	108	683	19	92	493	17	96	486	24	147	795	19	138	732
†Durham	73.1	4	32	175	5	34	218	5	37	184	4	40	233	5	32	156	3	30	163	5	41	197	5	32	161
Elizabeth City	13.6	25	157	872	26	161	967	28	166	913	25	157	933	30	154	794	25	145	709	27	156	866	27	172	920
†Fayetteville	40.6	9	60	334	8	53	376	7	50	269	9	58	401	7	41	197	10	54	308	7	50	241	9	57	276
Gastonia	28.1	12	88	500	12	98	603	10	59	384	10	71	472	10	65	360	7	49	295	9	65	340	10	74	422
Goldsboro	23.3	16	110	582	17	124	783	14	95	542	23	152	910	13	70	383	16	89	455	17	104	529	17	124	689
†Greensboro	81.6	3	29	153	3	28	181	2	16	96	2	24	168	1	8	46	1	16	98	2	23	123	2	28	151
Greenville	17.5	20	136	748	24	154	948	21	138	751	21	145	880	22	102	530	22	139	688	21	134	704	22	158	842
Hendersonville	6.4	32	185	1030	32	185	1041	31	176	975	26	167	977	32	159	829	27	164	806	31	173	943	25	165	879
Henderson	11.5	27	170	957	27	176	1012	29	173	962	32	185	1038	24	116	599	30	177	903	29	166	901	29	176	943
Hickory	16.0	23	145	803	21	142	885	16	104	582	12	89	565	16	86	460	15	87	449	14	89	464	24	164	876
†High Point	41.6	8	58	323	9	56	404	9	57	360	8	51	351	15	84	451	9	53	307	10	68	345	7	48	234
Kannapolis	30.0	10	84	469	10	77	519	19	134	726	14	99	620	21	95	499	18	98	492	26	156	854	18	128	701
Kinston	25.2	14	100	548	16	113	726	15	103	578	19	136	843	11	68	373	23	140	690	16	102	525	13	91	522
Lexington	14.5	24	151	846	23	153	942	26	158	882	22	148	886	29	153	791	13	66	384	30	169	913	30	178	960
Lumberton	9.9	30	177	989	29	180	1024	24	148	785	30	180	1019	17	90	471	31	178	905	23	139	736	31	181	980
Monroe	10.5	28	175	981	28	178	1018	25	154	858	31	181	1023	26	131	656	32	182	957	15	98	491	28	175	942
New Bern	17.6	19	134	744	20	141	884	18	128	700	20	138	848	18	91	492	21	135	669	25	155	847	16	123	685
†Raleigh	71.3	5	34	181	4	30	194	4	36	178	5	41	249	6	33	163	4	33	174	3	35	168	4	31	160
Rocky Mount	28.5	11	87	494	13	100	622	11	69	416	11	81	533	9	61	346	12	64	372	11	77	409	11	82	463
Salisbury	20.1	17	116	656	15	112	718	13	90	524	16	112	699	12	69	376	20	131	645	12	80	420	12	89	499
Shelby	16.1	22	144	801	18	132	851	23	145	784	24	156	930	20	93	497	19	122	598	22	138	735	23	161	860
Statesville	18.6	18	124	702	22	144	891	20	135	731	18	124	763	25	124	630	24	143	697	19	124	661	20	144	753
Washington	10.1	29	176	987	31	184	1035	30	174	971	27	169	987	31	157	819	28	170	854	32	178	971	32	183	992
†Wilmington	52.5	7	48	251	7	52	366	8	53	309	7	45	295	8	59	327	11	60	346	8	57	315	8	54	265
Wilson	24.6	15	104	557	14	107	675	17	107	596	17	123	755	23	112	582	14	85	445	18	120	622	15	115	642
†Winston-Salem	96.3	2	24	132	2	26	172	3	33	170	3	35	210	3	30	152	5	35	182	4	39	190	3	30	157

SOUTH CAROLINA

Anderson	19 9	8	117	664	8	122	773	5	80	453	7	98	619	5	54	295	5	61	347	5	71	368	5	88	491
†Charleston	69.9	2	35	185	3	41	283	3	34	176	2	28	183	4	42	203	1	22	137	3	29	137	3	34	171
†Columbia	93.5	1	25	138	1	27	173	1	20	107	1	22	160	2	25	138	2	23	140	1	18	80	1	20	104
Florence	24.5	6	105	558	6	115	733	6	86	506	6	94	608	6	66	366	7	78	420	6	99	499	9	122	680
†Greenville	62.7	3	38	200	2	37	247	2	31	162	3	36	215	1	22	131	3	24	142	2	28	136	2	33	183
Greenwood	14.0	10	155	861	9	148	920	9	127	698	9	125	780	9	135	684	8	93	476	9	122	648	6	97	541
Orangeburg	15.8	9	147	814	10	164	982	10	163	904	10	172	990	10	149	763	10	168	823	7	113	575	10	143	750
Rock Hill	26.4	5	97	523	5	97	602	7	94	535	5	80	530	8	85	456	6	72	398	8	117	605	7	114	637
†Spartanburg	38.8	4	64	357	4	73	490	4	42	219	4	57	391	3	40	194	4	36	186	4	30	152	4	50	246
Sumter	21.7	7	113	620	7	118	755	8	115	641	8	107	601	7	83	449	9	105	526	10	137	730	8	116	650

TENNESSEE

†Bristol	17.8	9	131	735	10	123	782	9	122	678	15	159	943	6	57	315	9	113	553	13	140	753	9	117	654
†Chattanooga	131.0	3	16	84	4	22	135	3	13	75	3	12	80	4	17	81	4	12	70	3	14	78	3	16	79
Clarksville	17.7	10	133	739	9	111	716	10	131	713	9	142	869	9	97	510	16	172	866	16	152	815	10	139	738
Cleveland	12.9	13	161	899	14	166	990	18	169	931	12	154	922	17	164	855	17	175	879	18	167	908	15	168	900
Columbia	10.9	16	174	974	13	165	985	13	148	795	14	158	937	15	155	801	14	151	741	8	108	554	13	157	840
Dyersburg	11.1	15	173	972	15	167	991	15	152	842	16	164	969	18	168	882	11	137	676	11	133	701	18	179	964

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

put it in **CA PS** COMMERCIAL APPEAL — PRESS-SCIMITAR

Shoot If You Must This Old Grey Head!



The shame of it—woe is incontrovertibly me—an old Chicagoan may GO . . . may face a six boss firing squad because 16½* out of 21 Chicago space buyers failed to pass this simple test.

They were asked: *"Which of these six cities is First in the South —Tenth in the Nation* in wholesale sales—Dallas, Houston, Louisville, Atlanta, Memphis or New Orleans? And 16½* failed! Cast it in bronze—carve it in stone and also, please remember that Memphis on the Mississippi is

1ST IN THE SOUTH
10TH IN THE NATION**

By the skin of his teeth still—

Manager General Advertising
Bill
W. O. Sturdivant

*—One guy was half smart. He split his vote.
**—S.B.P.—5/54—Sales of Merchant Wholesalers.

Two Dailies and The South's Greatest Sunday Newspaper

THE COMMERCIAL APPEAL ~ MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS

(With apologies to Willie Mays)

say hey! sell in the day over WMCT, Memphis

Sell in the day on WMCT on shows that have established local personalities, in participating programs combining live personal selling with established film and local entertainment vehicles.



Participating spots on

CAPTAIN VIDEO

available at only **$1.32** *cost per thousand families**

★ Based on August, 1954, Pulse

CAPTAIN VIDEO is heard Monday through Friday over WMCT 5-5:15 P.M. with Trent Wood. Card rate applies—no premium charge for live announcements.

What makes the DAY so BRIGHT over WMCT?

- Preferred low band Channel 5
- Maximum power (100,000 watts transmitting from our 1088 foot tower)
- Audience established since 1948
- The first station in the heart of the Mid-South agricultural and industrial empire serving the largest area with the clearest picture in the Mid-South from Memphis

day time's the smart buy over . . .

WMCT
Memphis' first TV station

WMC - WMCF - WMCT

Memphis
Channel 5

NOW 100,000 WATTS

Affiliated wit NBC

NATIONAL REPRESENTATIVES
THE BRANHAM CO.

Owned and operated by
THE COMMERCIAL APPEAL

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

TENNESSEE — (Continued)

CITY	(SM) POPULATION				(SM) INCOME			(SM) RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Elizabethton	11.5	14	171	958	16	169	994	16	157	877	13	155	927	12	132	657	12	142	696	14	141	766	14	166	885
Greeneville	9.4	17	179	999	17	177	1017	17	164	907	18	179	1017	14	145	752	8	99	403	15	149	806	17	177	954
Jackson	34.3	5	69	408	6	79	531	7	78	446	6	84	552	8	75	419	10	125	608	7	70	357	8	105	591
Johnson City	30.1	7	83	465	7	88	563	5	60	391	7	95	612	5	55	303	7	97	491	5	60	327	7	85	472
Kingsport	21.3	8	114	628	8	101	632	6	72	423	8	111	697	7	67	370	5	47	268	6	64	339	6	80	453
†Knoxville	127.0	4	17	89	3	20	125	4	14	80	4	15	104	3	11	64	3	11	69	4	15	79	4	17	80
Maryville	9.0	16	161	1003	16	163	1032	11	141	768	17	166	973	10	103	542	6	91	467	12	135	705	11	142	748
†Memphis	431.1	1	3	29	1	3	31	1	3	30	1	5	38	1	2	23	1	6	38	1	2	23	1	5	33
Morristown	14.3	11	154	853	12	162	968	14	151	835	11	151	902	13	143	743	15	169	835	9	114	592	16	169	909
Murfreesboro	14.1	12	155	857	11	152	940	12	147	788	10	147	884	16	158	821	13	148	726	10	127	679	12	151	800
†Nashville	191.5	2	11	56	2	13	76	2	10	54	2	11	67	2	9	54	2	10	58	2	8	51	2	12	62
Oak Ridge	30.8	6	81	457	5	61	422	8	113	625	5	53	384	11	128	647	18	181	951	17	164	897	5	55	268

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

WSM ADVERTISERS KNOW A GOOD THING WHEN THEY SEE IT!

Frequent and sudden shifts of media and methods of selling are commonplace in the advertising business. An advertising campaign must produce results or be supplanted by a different approach. Thus, we point to the fact that advertisers such as these have continued their same WSM live talent programs year after successful year. This is notable recognition of proven selling power, pointing the way to increased sales for *your product* in the rich Central South Market.

MARTHA WHITE MILLS, INC.
10 Consecutive Years

R. J. REYNOLDS
15 Consecutive Years

TENNESSEE COAL & IRON
10 Consecutive Years

CARTERS CHICKS
18 Consecutive Years

WARREN PAINT
10 Consecutive Years

RC COLA NEHI CORPORATION
13 Consecutive Years

JEFFERSON ISLAND SALT
6 Consecutive Years

AMERICAN TEA & COFFEE CO.
10 Consecutive Years

O'BRYAN BROS. DUCKHEAD WORK CLOTHES
5 Consecutive Years

FLEMING'S WALLRITE
11 Consecutive Years

COLUMBIANA SEED COMPANY
6 Consecutive Years

DR. LEGEAR
13 Consecutive Years

STUDEBAKER
15 Consecutive Years

WSM

Nashville

Clear Channel

50,000 Watts

maqic!



look at these market facts
in the WTAR-TV coverage area

Population 1,718,100
Retail Sales $1,498,162,000
Effective Buying Income $2,230,941,000
335,832 TV Homes

Cover America's Miracle Market (consisting of Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous areas) only through Norfolk's WTAR-TV - - Channel 3 ... 100,000 Watts and 1,049 Foot Tower.

Buy Only **WTAR-TV** to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

VIRGINIA

CITY	1/1/54 (Thous.)	SM POPULATION: Population			SM INCOME: Total Effective Buying Income			SM RETAIL SALES RANKINGS BY STORE GROUPS: Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Alexandria	77.4	6	30	161	3	16	111	4	30	159	3	17	112	6	36	179	6	44	244	4	34	186	3	23	116
§Bristol	16.8	14	139	767	15	143	886	17	133	723	13	128	789	18	126	633	11	108	530	16	181	979	17	138	736
Charlottesville	27.5	11	89	505	11	85	554	9	63	397	11	75	490	10	78	429	10	86	448	10	95	481	10	68	380
†Danville	46.8	8	53	284	9	55	391	7	47	261	7	47	317	4	34	170	8	58	338	7	54	272	8	51	247
Fredericksburg	12.7	16	164	914	14	140	878	13	118	665	14	135	842	17	120	608	12	110	536	14	132	694	15	113	633
†Hampton	72.7	6	33	178	6	31	204	11	83	473	9	55	388	19	152	782	16	133	650	9	62	336	11	87	483
Harrisonburg	11.4	18	172	965	17	149	924	16	132	719	19	182	1027	16	119	604	14	127	616	16	160	879	16	131	710
†Lynchburg	49.9	7	51	288	7	49	334	8	51	273	8	50	340	7	39	192	7	57	334	8	56	310	6	40	190
Martinsville	19.8	13	118	666	13	125	797	15	126	683	15	144	879	15	111	581	13	118	585	13	126	675	19	156	832
†Newport News	46.0	9	54	290	8	54	379	5	39	207	6	37	216	5	35	174	4	32	168	5	47	217	5	39	189
†Norfolk	233.0	2	8	48	2	8	51	2	9	53	2	9	54	2	16	77	2	8	47	2	11	57	2	9	52

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

TELEVISION CONTOURS

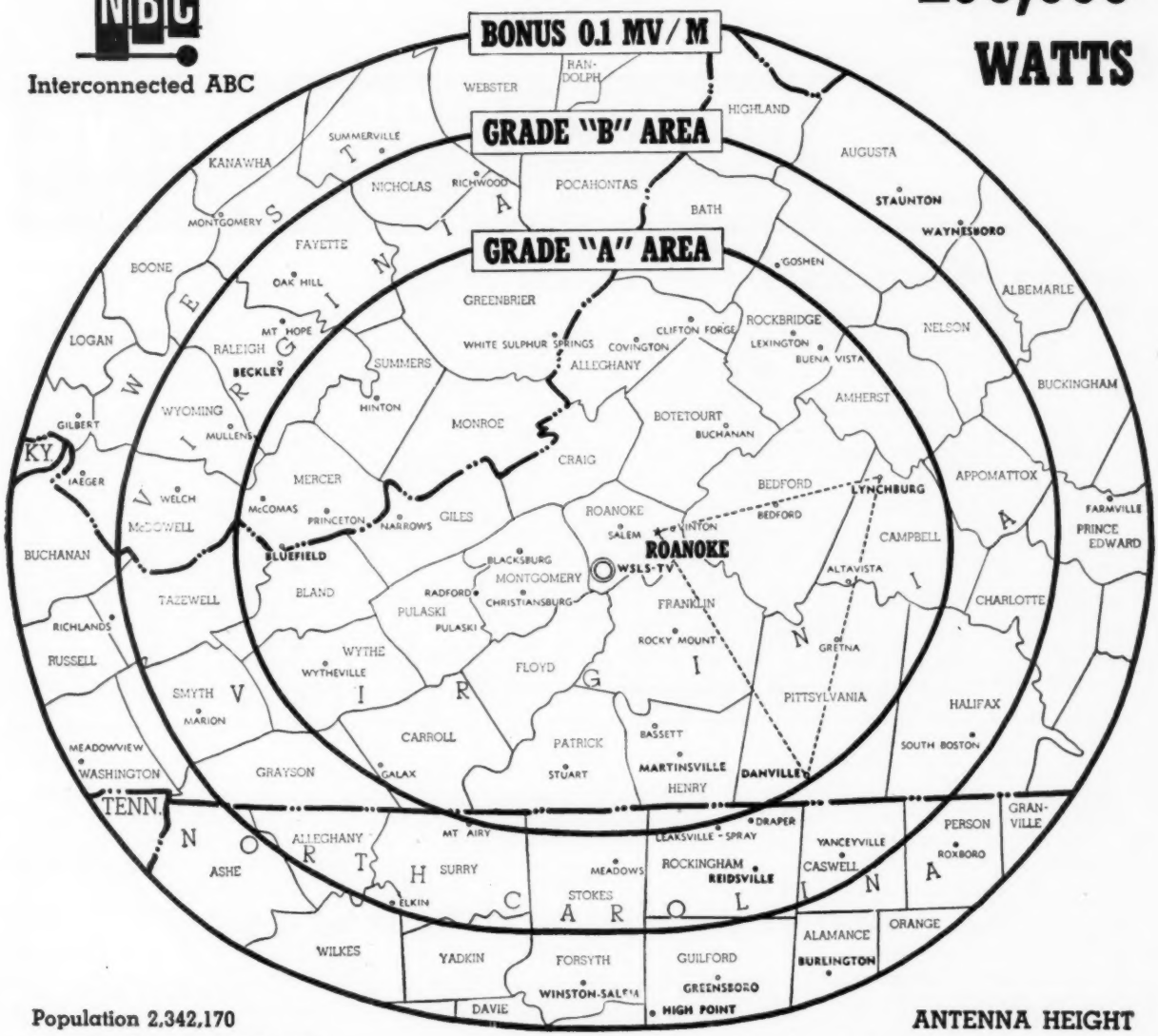
WSLS-TV VHF CHANNEL 10 ROANOKE, VA.

Affiliated with NBC

Interconnected ABC

63 COUNTIES

296,000 WATTS



Population 2,342,170
Families Grade "A" 192, 225
Families Grade "B" 325,550
Families Bonus 0.1 MV/M 547,520
Consumer Spendable Income 1953
$1,694,302,000
SOURCE—Sales Management (1954)

Total Television Sets
276,345

ANTENNA HEIGHT
1,976 feet above average terrain
3,050 feet above Roanoke
4,007 feet above sea level

Total Retail Sales '53 $1,087,084,000
SOURCE — SRDS Consumer Markets (1954)

SOURCE RETMA — Washington, D. C.

REPRESENTED NATIONALLY — AVERY-KNODEL, Inc.
NEW YORK — ATLANTA — DALLAS — SAN FRANCISCO — LOS ANGELES — CHICAGO

Come to Growing Roanoke!

Roanoke ranks *first in Virginia* in per family sales in *three* of the six major sales categories.

To sell this market, use WDBJ — the dominant Radio voice of Western Virginia.

We've been trusted friend and good companion to your potential customers for over 30 years, a CBS affiliate for 25 years.

Ask Free & Peters

WDBJ Established 1924 CBS Since 1929 **ROANOKE, VA.**

AM-5000 watts-960 kc.—FM-41,000 watts-94.9 mc.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

VIRGINIA — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																	
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Petersburg	36.7	10	67	379	10	80	540	10	70	420	10	62	425	9	72	396	9	71	395	11	109	558	9	61	332
†Portsmouth	89.1	4	26	139	5	29	182	6	43	226	5	31	193	8	58	317	5	40	217	6	49	225	7	45	215
†Richmond	240.7	1	7	47	1	7	47	1	7	43	1	8	49	1	5	37	1	7	42	1	9	54	1	8	41
†Roanoke	96.7	3	23	129	4	24	141	3	24	127	4	19	126	3	28	150	3	15	95	3	33	161	4	26	132
Staunton	22.6	12	111	597	12	109	687	14	125	689	17	162	959	12	94	498	15	132	647	15	150	807	12	94	529
Suffolk	12.7	17	165	915	18	160	966	18	140	767	16	146	881	13	96	500	17	152	758	17	168	912	14	112	627
Virginia Beach	6.9	19	184	1028	19	170	996	19	167	928	18	165	971	11	79	431	19	186	1029	19	184	1021	18	141	741
Winchester	15.1	15	150	832	16	145	897	12	100	556	12	116	725	14	106	558	18	157	786	12	123	656	13	98	544

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

Write today for

SALES MANAGEMENT'S

1954

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

27" by 41". . . in 6 colors . . . all metropolitan areas clearly defined . . . differences in retail sales volume indicated by county color . . . Red for counties with $100 Million or more . . . Green for counties with $50 Million to $100 Million . . . Yellow for counties with $25 Million to $50 Million . . . Blue for counties with $10 Million to $25 Million. Special markings indicate counties whose family sales exceed U. S. family average. More than 1040 cities with $20 Million or more sales . . . City population indicated, as of January 1, 1954.

PRICE: $3.50 a single copy . . . $3.00 each for two or more.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

SOUTHWEST: KEY MARKETING TRENDS SINCE 1939

	Arizona	New Mexico	Oklahoma	Texas	Southwest	U. S. A.
POPULATION (000)						
1940	499	532	2,336	6,415	9,782	
1950	750	681	2,233	7,711	11,375	
1953	907	765	2,291	8,511	12,474	
% Change 1950/40	50.1	28.1	−4.4	20.2	16.3	14.4
% Change 1953/50	20.9	12.3	2.6	10.4	9.7	6.2
INCOME (Mil. $)						
1939	227	179	796	2,547	3,749	
1948	767	622	2,094	8,489	11,972	
1953	1,283	1,031	2,985	12,642	17,941	
% Change 1948/39	237.8	247.5	163.0	233.3	219.3	169.2
% Change 1953/48	67.3	65.7	42.6	48.9	49.9	30.2
RETAIL SALES (Mil. $)						
1939	162	126	513	1,804	2,605	
1948	658	478	1,640	6,519	9,295	
1953	976	694	2,115	9,132	12,917	
% Change 1948/39	306.2	279.4	219.7	261.4	256.8	210.5
% Change 1953/48	48.3	45.2	29.0	40.1	39.0	31.8

(Source: U. S. Census Bureau and SALES MANAGEMENT's *Survey of Buying Power*.)

SOUTHWEST STATES

Scene of Nation's Most Rapid Growth

The Southwest states, particularly since 1948, have been enjoying the most rapid economic growth of any region in the nation. Based primarily on increased exploitation of the region's rich natural resources, capital investment is extremely high here. Thus with only 7% of total income, the four states account for over 10% of total new construction. Unlike the Southeastern states, which have made similar economic progress, the Southwestern states are not losing population but, on the contrary, have been gaining over that of the U. S. A. Thus, since 1939, the region's population gain has been 27% vs. the national gain of 21%. Arizona and New Mexico are the chief gainers, while Oklahoma is one of the few states in the Union that has suffered absolute declines in population since 1939.

Texas is the key state in the region, however, because it has been enjoying a truly awe-inspiring expansion of industry and construction in a number of centers such as Houston, Dallas, Ft. Worth, Galveston, Corpus Christi, Beaumont, and Port Arthur. A new chemical industry has been developed in conjunction with its highly advanced petroleum and gas technology. Add to this the region's other principal natural products, livestock and cotton, produced with a high degree of farm mechanization and it is clear that the region has since 1939 benefited enormously from the nation-wide demand for its raw materials. The region has also benefited by a greater than average expansion of Government payments in connection with the construction of numerous military installations throughout the Southwest.

Texas is fast becoming a highly urbanized state, for the farm revolution has cut heavily into its rural population, coinciding with a tremendous demand for labor in its metropolitan areas on the part of industry, trade and construction. Texas, Arizona and New Mexico (helped by the Los Alamos project) have, since 1939, scored the greatest percentage gains in non-farm employment recorded by any states with the exception of California and Florida:

Non-Farm Employment (000)

	1939	1953	% Gain
Arizona	94	201	113.7
New Mexico	79	176	123.8
Oklahoma	323	538	66.3
Texas	1,071	2,242	109.4
Southwest	1,567	3,157	101.5
U. S. A.	**30,311**	**49,511**	**63.3**

"First with the Finest"

KTBC-TV

AUSTIN, TEXAS

Dominating Central Texas

KTBC RADIO

590 KC.

5000 WATTS LS

CBS

5th City in Texas

RETAIL SALES THAT COUNT:

(Within the "A" and "B" contours:)

$347,221,000.00

(Within the 0.1 m/v contour:)

$524,350,000.00

Retail Sales Data from SALES MANAGEMENT (May, 1954), adjusted to contour maps by A. Earl Callum, Jr., consulting engineer, Dallas.

Represented Nationally by
PAUL H. RAYMER COMPANY, INC.,
444 Madison Avenue
New York 22, New York

100 K.W.
CHANNEL 7
CBS·NBC·ABC·DUMONT
NETWORKS

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

SOUTHWEST AREA

ARIZONA

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																	
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Mesa	21.9	3	48	612	3	54	684	4	59	705	3	47	705	3	27	385	3	38	554	3	55	595	4	76	859
†Phoenix	129.6	1	11	86	1	11	96	1	7	51	1	7	74	1	6	56	1	4	39	1	7	49	1	6	50
†Tucson	49.9	2	22	269	2	22	290	2	12	105	2	13	136	2	9	100	2	10	87	2	16	122	2	9	72
Yuma	10.3	4	83	985	4	81	937	3	40	593	4	50	743	4	38	531	4	71	867	4	66	727	3	57	648
NEW MEXICO																									
†Albuquerque	138.0	1	9	79	1	9	79	1	10	94	1	11	116	1	15	145	1	8	76	1	14	100	1	13	99
Carlsbad	23.7	4	42	573	4	37	532	6	53	666	3	38	650	5	60	718	4	49	677	6	63	670	4	47	539
Clovis	20.6	5	55	645	5	49	649	5	49	654	6	70	904	3	40	554	5	61	782	4	34	421	6	60	725
Hobbs	16.8	6	68	768	6	55	688	4	43	616	4	53	762	4	50	642	6	66	832	2	31	405	5	59	720
Las Cruces	13.5	7	78	876	7	79	892	7	73	909	7	78	975	6	74	824	7	77	945	7	83	975	7	77	875
Roswell	31.8	2	30	440	2	29	415	2	27	426	2	33	547	2	31	445	3	47	658	3	32	412	3	31	404
Santa Fe	30.8	3	31	458	3	32	494	3	35	540	5	54	764	7	75	831	2	46	644	5	36	449	2	25	331
OKLAHOMA																									
Ada	15.9	16	74	810	15	73	830	13	63	755	14	72	926	12	48	626	9	56	750	5	30	395	14	69	787
Ardmore	19.4	12	62	679	12	66	772	10	58	701	12	64	836	8	37	520	13	62	789	9	50	576	9	41	503
Bartlesville	20.5	9	57	647	6	34	504	6	42	601	7	43	663	10	45	597	7	51	701	10	51	580	8	39	459
Chickasha	16.3	15	70	790	16	74	860	15	75	932	16	77	963	11	47	621	14	70	864	14	71	814	13	62	752
Duncan	17.9	14	66	733	10	60	714	9	57	692	8	44	676	9	42	571	10	58	756	12	60	645	12	56	647
Enid	38.9	5	28	355	4	27	387	3	24	343	4	30	516	3	22	272	4	32	468	4	27	334	3	23	273
Lawton	42.4	3	25	318	3	25	336	4	25	359	3	26	458	5	30	414	3	28	408	3	20	205	6	35	412
McAlester	19.2	13	63	682	13	71	820	12	61	730	11	62	831	7	36	514	12	60	781	8	49	574	11	54	599
Muskogee	39.7	4	27	343	5	30	420	5	33	503	5	32	537	4	28	400	6	45	637	6	43	522	4	26	344
Norman	30.0	6	32	470	7	40	552	8	56	691	6	35	573	14	61	721	11	59	757	15	75	829	5	32	407
†Oklahoma City	257.1	1	5	45	1	5	45	1	5	44	1	5	56	1	5	45	1	5	43	1	4	36	1	5	39
Okmulgee	19.7	11	60	671	14	72	823	16	76	995	15	76	961	13	58	698	15	72	889	13	69	797	16	79	895
Ponca City	21.7	8	51	621	8	43	577	11	60	706	9	55	769	15	62	726	8	42	596	11	59	636	10	48	543
Shawnee	26.8	7	39	517	9	47	641	7	47	636	10	58	792	6	35	491	8	53	706	7	47	555	7	37	454
Stillwater	20.2	10	58	653	11	65	767	14	72	903	13	66	844	16	72	816	16	73	896	16	79	876	15	73	813
†Tulsa	212.4	2	6	52	2	6	49	2	6	50	2	6	57	2	7	57	2	7	57	2	6	44	2	7	51
TEXAS																									
†Abilene	52.7	17	21	249	17	21	264	15	20	243	17	22	344	11	16	205	17	22	306	13	18	148	16	21	240
Alice	19.7	42	61	672	47	68	792	48	71	893	48	68	873	44	68	788	55	82	1000	49	73	821	44	66	763
†Amarillo	102.0	10	14	120	8	12	102	9	14	117	9	14	164	12	17	211	8	13	114	8	11	85	9	14	103
†Austin	161.8	5	7	67	6	8	78	7	11	97	7	10	111	10	14	136	9	14	122	9	12	89	6	10	73
Baytown	25.8	28	40	535	21	28	410	25	34	536	20	25	447	37	57	697	21	26	368	23	33	418	27	40	487
†Beaumont	103.1	9	13	119	10	14	137	10	15	118	8	12	122	8	12	123	7	12	107	10	13	98	10	15	118
Big Spring	21.5	37	52	624	30	44	665	36	51	656	41	60	812	34	54	677	51	78	949	31	44	528	39	58	691
Borger	21.8	38	50	616	29	42	564	28	38	570	24	31	522	43	67	762	19	24	358	26	38	469	21	29	390

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

OKLAHOMA'S



OKlahoma is Bright Spot for Sales!

OK SALES MANAGEMENT picks Oklahoma City as a "Preferred" sales city month after month.

OK RAND McNALLY BUSINESS TREND MAP shows Oklahoma City one of ten best cities in the U.S. for the sixth consecutive month.

OK RESIDENTIAL BUILDING in Oklahoma City first six months 71% ahead of same period a year ago.

OK OKLAHOMA CITY LEADS 10th Federal Reserve District in value of check payments first six months this year.

OK DEPARTMENT STORE SALES in Oklahoma City running far ahead of U.S. and 10th Federal Reserve District averages and every other city in the Southwest since mid-June.

THE DAILY OKLAHOMAN

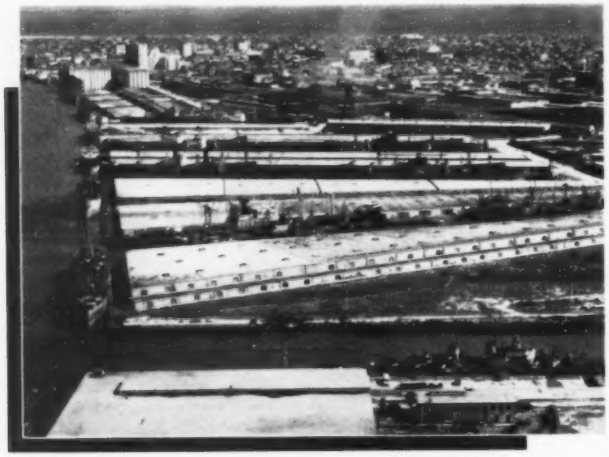
263,397

LARGEST SUNDAY CIRCULATION IN THE SOUTHWEST *(Including Texas!)*

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Owned and Operated by The Oklahoma Publishing Company
The Farmer-Stockman • WKY Radio • WKY-TV.
Represented by The Katz Agency



GALVESTON TEXAS

A City of 113,066 People in the Metropolitan Area!

The effective buying income for Galveston County is $219,248,000! And the effective buying income per family is $5,724.00. Galveston can be covered completely with your advertising dollar through use of the Galveston Daily News and the Galveston Tribune.

29,360 COMBINED DAILY CIRCULATION

THE GALVESTON DAILY NEWS AND TRIBUNE

Represented Nationally by The Charles W. Hurley Company

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

TEXAS — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																	
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Brownwood	21.4	38	53	625	40	58	707	46	69	852	43	63	835	32	52	664	47	69	855	40	58	630	33	49	548
§†Brownsville	40.7	20	26	333	25	38	506	24	32	497	22	28	489	20	26	338	33	41	584	38	56	598	25	36	426
Bryan	21.9	35	49	613	33	48	645	32	45	620	30	41	660	33	59	713	36	48	672	25	37	481	51	75	835
Cleburne	14.0	51	76	862	52	77	881	56	83	1030	51	75	957	49	76	833	40	55	738	56	82	958	53	80	897
†Corpus Christi	135.0	7	10	81	7	10	91	6	9	93	6	9	106	7	11	116	6	11	93	7	10	71	8	12	91
Corsicana	21.0	39	54	639	42	61	722	41	64	770	35	49	728	25	39	551	45	67	845	43	64	678	42	64	760
†Dallas	548.0	2	2	18	2	2	17	2	2	15	2	2	22	1	1	12	2	2	17	2	2	9	2	2	15
Denison	18.2	44	65	718	44	63	756	42	65	794	28	39	651	35	55	678	39	54	723	37	54	593	47	70	790
Denton	23.5	30	43	576	38	58	693	40	62	750	42	61	829	42	66	761	46	68	853	34	48	569	29	43	512
Edinburg	16.0	48	72	804	55	82	944	55	82	1021	54	81	982	41	65	749	48	74	899	50	74	827	54	81	908
†El Paso	153.6	6	8	71	5	7	75	5	8	83	5	8	96	5	8	69	5	9	83	6	9	70	5	8	70
†Fort Worth	335.4	4	4	35	4	4	37	3	3	35	4	4	43	2	2	24	4	6	46	4	5	37	3	3	32
Gainesville	11.9	54	80	946	56	83	948	53	80	1005	55	82	1003	50	77	842	50	76	917	51	76	830	46	68	766
†Galveston	72.9	13	17	176	14	18	202	12	17	188	11	16	194	14	19	215	12	17	170	17	23	243	11	16	140
Greenville	15.3	47	71	791	50	75	868	43	66	799	47	69	883	26	41	570	42	63	800	44	65	696	43	65	761
§†Harlingen	29.2	22	33	482	26	41	558	20	28	435	29	40	653	19	25	319	30	37	548	20	26	314	37	53	598
†Houston	687.9	1	1	12	1	1	13	1	1	14	1	1	14	3	3	26	1	1	10	1	1	7	1	1	14
Kilgore	10.6	56	82	979	54	80	911	44	67	816	56	83	1024	48	73	822	41	57	755	24	35	447	45	67	765
Kingsville	20.1	41	59	657	39	57	695	54	81	1008	37	52	760	55	82	913	56	83	1028	54	80	885	55	82	957
Lamesa	12.9	53	79	900	51	76	877	47	70	892	48	71	923	47	71	808	54	81	981	46	68	755	48	71	802
†Laredo	56.8	16	20	222	23	33	497	19	26	392	19	24	414	18	24	309	26	33	495	39	57	607	24	34	410
Levelland	11.6	55	81	954	48	69	809	52	78	984	49	73	940	53	80	887	44	65	827	55	81	903	40	61	745
Longview	27.4	27	38	508	27	39	544	21	29	444	26	36	610	22	32	450	20	25	367	18	24	293	35	51	585
†Lubbock	105.9	8	12	114	9	13	106	8	13	110	12	17	219	6	10	108	10	15	134	5	8	69	7	11	86
Lufkin	17.6	45	67	745	49	70	814	39	55	681	40	59	803	36	56	688	29	36	543	35	52	584	38	55	632
Marshall	23.2	31	44	584	43	62	743	38	54	667	31	42	661	28	44	584	34	43	602	41	61	654	41	63	758
§†McAllen	25.6	29	41	539	36	52	664	30	41	597	44	65	841	24	34	468	24	30	432	29	41	516	32	46	534
Midland	28.8	24	35	488	19	24	333	27	37	561	27	37	630	56	83	921	28	35	542	28	40	500	19	27	353
Odessa	42.8	19	24	313	16	20	253	18	23	335	15	20	311	39	63	730	18	23	352	19	25	304	18	24	324
Orange	27.8	25	36	501	26	38	541	29	39	583	21	27	459	45	69	789	22	27	370	42	62	662	30	44	526
Pampa	19.2	43	64	883	32	46	638	33	46	630	33	46	685	31	51	658	49	75	908	30	42	517	23	33	408
Paris	22.9	32	45	590	45	64	766	35	50	355	38	56	776	21	29	413	37	50	694	32	45	539	28	42	505
Pasadena	32.2	21	29	431	18	23	327	50	76	944	45	67	863	54	81	902	25	31	435	53	78	849	49	72	805
Plainview	16.4	46	69	784	41	59	713	23	31	482	32	45	684	23	33	461	32	40	576	22	29	388	20	28	389
†Port Arthur	62.9	14	18	199	13	17	200	14	19	236	13	18	239	15	20	248	13	18	209	15	21	214	14	19	221
†San Angelo	60.7	15	19	211	15	19	229	17	22	289	16	21	341	16	21	258	16	21	280	16	22	237	17	22	272
†San Antonio	455.0	3	3	25	3	3	35	4	4	36	3	3	32	4	4	35	3	3	36	3	3	34	4	4	34
Sherman	22.1	34	47	606	31	45	606	37	52	662	36	51	751	33	53	676	27	34	521	27	39	492	31	45	533
Snyder	16.0	49	73	805	37	53	677	34	48	644	53	80	978	40	64	733	43	64	824	45	67	743	50	74	823
Sweetwater	14.8	50	75	839	46	67	788	49	74	923	50	74	953	29	46	605	52	79	953	47	70	808	34	50	569
Temple	29.0	23	34	485	22	31	440	22	30	472	23	29	508	27	43	574	23	29	428	21	28	375	22	30	391
§†Texarkana	27.7	26	37	502	35	51	659	26	36	558	25	34	566	52	79	862	38	52	703	33	46	552	26	38	458
Texas City	22.5	33	46	600	24	35	505	45	68	848	39	57	783	46	70	797	35	44	626	48	72	816	36	52	587

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

ONLY THE DALLAS NEWS COVERS THE DALLAS MARKET!

Fully effective merchandising of big Texas' biggest market — the 72-county Dallas Market — demands no less than the complete coverage of The Dallas Morning News!

The Dallas Morning News

More people BUY The News . . . more people READ The News . . . more people are INFLUENCED by The News than any other newspaper in North Texas.

CRESMER & WOODWARD, INC., National Representative • New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

There is

Only 1 Preferred

NEWSPAPER IN HOUSTON

PREFERRED MORE THAN BOTH OTHER DAILIES COMBINED!

Source: Media Records, First 6 Months 1954

- **THE CHRONICLE IS PREFERRED** more than BOTH other dailies combined in RETAIL ADVERTISING!

CHRONICLE	10,411,093 lines
POST	7,131,543 lines
PRESS	3,171,809 lines

- **THE CHRONICLE IS PREFERRED** more than BOTH other dailies combined in GENERAL ADVERTISING!

CHRONICLE	2,241,736 lines
POST	1,583,640 lines
PRESS	578,031 lines

- **THE CHRONICLE IS PREFERRED** more than BOTH other dailies combined in CLASSIFIED ADVERTISING!

CHRONICLE	4,986,329 lines
POST	3,211,135 lines
PRESS	970,970 lines

- **THE CHRONICLE IS PREFERRED** more than BOTH other dailies combined in TOTAL ADVERTISING!

CHRONICLE	18,597,056 lines
POST	12,684,075 lines
PRESS	5,146,642 lines

THERE CAN BE ONLY ONE REASON . . . *Results!*

THE HOUSTON CHRONICLE

JESSE H. JONES, Publisher
JOHN T. JONES, JR., President

R. W. McCARTHY, Advertising Director
M. J. GIBBONS, National Advertising Mgr.

THE BRANHAM COMPANY
National Representatives

41 CONSECUTIVE YEARS OF LEADERSHIP IN ADVERTISING AND CIRCULATION

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

TEXAS — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug					
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation			
†Tyler	44.9	18	23	298	20	26	345	16	21	278	18	23	379	17	23	273	15	20	241	14	19	182	15	20	235			
Vernon	13.9	52	77	867	53	78	890	51	77	951	52	79	976	51	78	850	53	80	974	52	77	839	52	78	889			
Victoria	20.6	40	56	646	34	50	654	31	44	619	34	48	723	30	49	641	31	39	563	38	53	590	56	83	971			
†Waco	98.5	11	15	125	11	15	145	11	16	140	10	15	171	9	13	130	11	16	156	11	15	107	12	17	164			
†Wichita Falls	79.1	12	16	159	12	16	166	13	18	193	14	19	247	13	18	214	14	19	212	12	17	139	13	18	168			

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

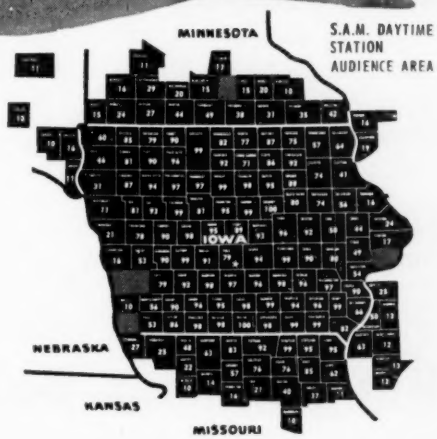
Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!



DRUG SALES PERCENTAGES

7.1%	Cedar Rapids	
5.1%	Tri-Cities	
13.4%	Des Moines	
2.0%	Dubuque	
5.8%	Sioux City	
4.6%	Waterloo	
38.0%	TOTAL METRO. AREAS	
62.0%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)



Iowa has six Metropolitan Areas which, all combined, do 38.0% of the State's Drug Sales, as shown above.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

At 10 a.m., WHO gives you 63,442 Actual Listening Homes for only $47.50 (13.4 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 63,442 homes *all over Iowa* are actually tuned to WHO at 10 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 13.4 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking*, here at WHO. Ask Free & Peters for all details!



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

CENTRAL: KEY MARKETING TRENDS SINCE 1939

	Illinois	Indiana	Iowa	Michigan	Minnesota	Missouri	Ohio	Wisconsin	Central	U. S. A.
POPULATION (000)										
1940	7,897	3,428	2,538	5,256	2,792	3,785	6,908	3,138	35,742	
1950	8,712	3,934	2,621	6,372	2,983	3,955	7,947	3,435	39,958	
1953	9,042	4,198	2,654	6,928	3,084	4,115	8,352	3,564	41,938	
% Change 1950/40	10.3	14.8	3.3	21.2	6.8	4.5	15.0	9.5	11.9	14.4
% Change 1953/50	3.8	6.7	1.2	8.7	3.4	4.0	5.1	3.8	5.0	6.2
INCOME (Mil. $)										
1939	5,240	1,684	1,189	3,035	1,377	1,824	4,136	1,523	19,997	
1948	13,611	5,095	3,545	8,772	3,514	4,603	11,134	4,364	54,638	
1953	16,684	6,738	4,042	11,367	4,429	5,933	14,283	5,543	69,019	
% Change 1948/39	159.7	202.6	198.1	189.0	155.2	152.3	169.2	186.5	173.2	169.2
% Change 1953/48	22.6	32.2	14.0	29.6	26.0	28.9	28.3	27.1	26.3	30.2
RETAIL SALES (Mil. $)										
1939	2,858	1,066	823	1,821	1,017	1,102	2,441	1,065	12,193	
1948	8,805	3,532	2,556	5,950	2,906	3,568	7,373	3,241	37,931	
1953	11,352	4,725	3,063	8,478	3,495	4,387	9,830	4,208	49,538	
% Change 1948/39	208.1	231.3	210.6	226.7	185.7	223.8	202.0	204.3	211.1	210.5
% Change 1953/48	28.9	33.8	22.2	42.5	20.3	22.9	33.3	29.8	30.6	31.8

(Source: U. S. Census Bureau and SALES MANAGEMENT's *Survey of Buying Power.*)

CENTRAL STATES

Big, Bustling, Balanced Markets

The Central states as the region with the nation's largest share of population, income and output (both farm and industrial) truly constitute the economic hub of the United States, since their geographic location makes them the natural center for population, industry and trade. For this reason the nation's transportation network radiates out of Chicago, which is also the home of the mail order business.

While the bulk of the nation's heavy industry is found here, this is complemented by well-balanced representation of trade, finance, light industry and farming. Thus the area constitutes a miniature (but not so minute) of the national economy, and has kept close pace with the national gain in most respects.

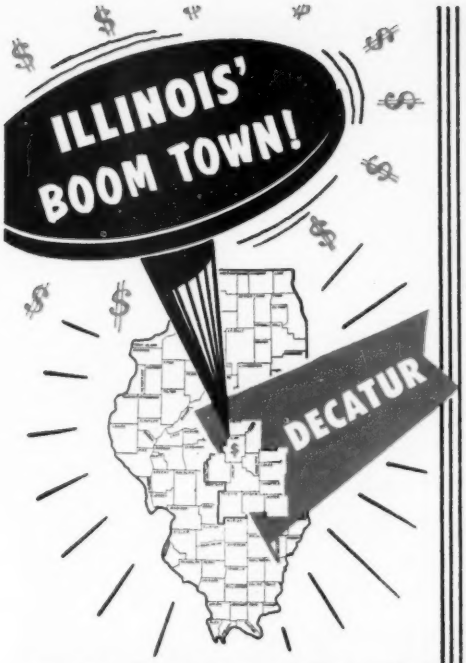
The very diversification of the Central states will insure that in periods such as the present, when farming has tended to lag behind the national economy, the slack will be taken up by heavy industry. Since 1939, though population has lagged somewhat behind that of the nation (having gained 17% as against the national population gain of 21%), income has gained 245% as against the national gain of 250%, and retail sales have gained 306% as against the national gain of 309%. Prior to 1948, the greatest gains were scored by the farm states (Iowa, Indiana, Wisconsin), but after 1948, Michigan, Illinois and Ohio fared somewhat better.

The great postwar expansion in automobile output favored Michigan over other Central states, although substantial gains in non-farm employment were also scored by Indiana and Ohio, as shown in following table:

Non-Farm Employment (000)

	1939	1953	% Gain
Illinois	2,279	3,424	50.2
Indiana	814	1,424	74.9
Iowa	427	636	48.8
Michigan	1,348	2,455	82.1
Minnesota	539	861	59.8
Missouri	821	1,284	56.4
Ohio	1,759	3,053	73.6
Wisconsin	667	1,092	63.9
Central States	8,654	14,229	64.4
U. S. A.	**30,311**	**49,511**	**63.3**

For the Central states, our industrial employment tables by counties are of greatest significance, because they focus attention on the many industrial centers which make the region the prime source of almost every industrial classification, with the possible exception of tobacco products.



DECATUR HERALD AND REVIEW OFFERS COMPLETE COVERAGE AT LOW COST

Combined daily circulation in excess of 66,500. Milline 3.70. Gives Saturation coverage to the Decatur Metropolitan Area and 58% coverage to its entire 12-county market.

Over 7,030 square miles in circulation area, over 365,000 people. A perfect market to test new products...boost sales of established ones.

DECATUR HERALD and REVIEW
A Lindsay-Schaub Newspaper
Member Illinois Color Comic Group
Jann & Kelley, Inc. Nat'l Reps.

DECATUR, ILLINOIS SALES SHOOT UPWARD!

Decatur Herald and Review Takes Your Product Story into A Buying Market

1954 VS. 1953 Estimated Retail Sales Comparison For Illinois and its leading Cities

Month	Illinois	Decatur	Springfield	Peoria	Rockford	Rock Island-Moline
Jan.	−3.5%	+7.2%	− 7.4%	− 7.5%	+ 0.9%	− 8.7%
Feb.	−3.7%	−3.5%	−11.3%	− 9.1%	−21.2%	−10.6%
Mar.	−5.6%	+0.3%	− 7.7%	−13.6%	− 9.6%	−18.3%
Apr.	−9.6%	+1.5%	− 7.6%	−11.9%	−10.1%	−15.5%
May	−8.8%	+9.1%	− 8.9%	− 8.4%	−13.9%	−10.7%
June	−9.5%	+4.7%	− 6.2%	−13.3%	−11.9%	−11.0%
July	−4.4%	+7.1%	− 7.6%	− 5.0%	− 6.7%	− 7.0%
Aug.	−5.9%	+2.0%	− 4.6%	− 7.7%	− 4.5%	− 3.7%

*Source: Illinois Department of Revenue

Spectacular Growth Just Beginning in the "Soybean Capital of the World"*

CATERPILLAR TRACTOR CO.—New $25 million plant on 423 acres. Will employ 2500 at start. Completion date 1955.

MARVEL-SCHEBLER (BORG-WARNER)—New $10 million plant expansion adds 400,000 sq. ft. Will employ 1200 . . . manufacture 1,900 automatic transmissions daily.

WABASH RAILROAD—Has purchased 227 acres for industrial sites to promote and share in development of one of most progressive cities on the Wabash System, according to Wabash President, Arthur K. Atkinson.

A. E. STALEY MFG. CO.—Continuing spectacular two generation growth. Now employs 3,000. One of world's largest manufacturers of corn and soybean products.

*Decatur is world's leading processor of soybeans.

***Write For* DECATUR STANDARD Market Data Folder**

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

CENTRAL AREA

ILLINOIS

CITY	(SM) POPULATION				(SM) INCOME			(SM) RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Alton	33.6	22	114	413	27	128	452	20	88	321	17	85	316	21	98	349	10	55	227	17	79	291	23	110	371
Aurora	51.9	12	66	255	12	64	238	10	53	209	10	51	208	10	55	186	12	65	263	10	48	176	8	54	195
Belleville	40.5	18	92	335	21	107	383	23	106	374	20	100	358	25	142	503	18	93	360	22	102	363	24	135	477
Berwyn	52.7	11	63	247	8	45	178	24	116	408	15	81	307	35	176	654	24	123	496	21	98	351	22	107	366
†Bloomington	35.6	21	108	393	18	100	370	12	66	255	14	80	304	17	70	237	13	68	271	15	65	248	14	77	262
Blue Island	18.1	34	182	723	36	159	579	39	197	774	34	162	598	37	186	680	52	269	1034	34	172	644	40	196	794
Canton	12.9	46	232	901	46	219	843	49	240	938	45	218	845	42	222	804	40	207	841	49	243	939	48	229	906
Centralia	13.5	43	224	877	47	225	867	47	224	881	51	257	991	40	207	751	44	219	880	37	195	720	41	203	820
§†Champaign	42.8	17	83	314	16	83	302	13	67	256	25	127	434	14	64	216	14	83	320	13	58	221	12	58	214
Chicago Heights	25.4	27	146	545	29	139	486	27	149	562	24	124	429	23	130	464	30	173	724	39	200	744	50	257	1021

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

PEORIArea . . . . Number ONE in Illinois (excepting Chicago)



13-county PEORIArea is a self-contained, isolated market in the heart of the best farm land in the country. Fast-growing, diversified industries make it a major market . . . worthy of the "A" schedule.

POPULATION 550,900
RETAIL SALES $632,768,000
BUYING INCOME $900,387,000

In the 250M to 400M Pop. Group of Metro. County Areas
METROPOLITAN PEORIA* is

26th in POPULATION.... 17th in per capita RETAIL SALES

and 3rd in per capita BUYING INCOME

One of BEST TEST MARKETS in U. S. . . . Surveys Say

Effectively Covered Only by
DOWNSTATE ILLINOIS' LEADING NEWSPAPERS
THE PEORIA JOURNAL STAR
Represented Nationally by WARD-GRIFFITH CO., Inc.
TOTAL DAILY NET PAID EXCEEDS 100,000

*S.M.'s Survey of Buying Power

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

ILLINOIS — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																	
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
†Chicago	3685.0	1	1	2	1	1	2	1	1	2	1	1	2	1	1	1	1	1	2	1	1	2	1	1	2
Cicero	68.5	8	45	189	6	37	149	11	65	254	11	57	224	48	241	894	17	89	339	12	52	186	15	78	269
†Danville	38.7	20	96	358	23	111	390	16	77	284	21	105	365	12	59	198	11	58	252	20	90	323	11	57	206
De Kalb	12.1	49	244	933	51	235	910	45	215	838	47	223	858	36	182	667	45	220	885	33	169	626	35	186	711
†Decatur	69.0	7	44	188	9	48	186	8	41	160	9	46	176	8	40	135	6	42	193	7	38	151	10	56	204
Dixon	11.9	50	247	947	50	233	903	44	214	836	42	209	795	33	165	609	37	201	833	46	232	889	42	204	821
Downers Grove	14.7	42	212	842	38	168	635	50	243	947	37	169	625	50	264	1002	51	264	1013	42	222	852	47	228	905
East St. Louis	84.5	4	33	147	10	51	193	9	42	165	6	36	147	11	58	191	9	50	221	8	40	162	9	55	203
Elgin	46.4	14	75	285	15	75	270	14	72	272	12	70	269	9	54	185	20	96	381	18	82	300	17	83	292
Elmhurst	24.8	29	151	554	22	109	385	31	173	660	28	148	532	39	200	722	39	205	839	29	144	530	30	167	631
Evanston	75.4	6	41	170	3	26	94	5	35	141	7	39	157	4	31	114	5	37	171	6	29	108	5	38	131
Freeport	22.8	31	156	593	37	161	581	25	132	484	27	144	512	26	143	509	26	133	564	28	138	504	32	176	672
Galesburg	32.8	23	117	422	26	121	434	22	92	332	23	116	404	18	75	253	21	97	382	23	107	382	19	90	308
Granite City	31.3	24	125	446	28	131	457	29	169	643	26	141	500	41	219	800	31	178	748	26	126	467	33	177	673
Harvey	21.8	32	162	617	31	143	510	38	192	762	29	149	534	43	223	814	47	231	913	43	223	858	27	144	521

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

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In Chicago, it takes 2–
to drive the point home

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



CHICAGO
SUN-TIMES

211 W. Wacker Drive, Chicago • 250 Park Avenue, N. Y.

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO., LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA • HAL WINTER CO., MIAMI BEACH

ANDERSON—A Potential Metropolitan Area

Corporate City Population Now 54,800 — ABC City Zone 58,265

INDIANA's 7th METROPOLITAN MARKET

(MADISON COUNTY)

Population	111,300
Retail Sales	$116,028,000
Effective Buying Income	$184,091,000

Look At The Quality of Market Index:

U. S. A.	100
Indiana	103
Anderson	115

(1953 Survey of Buying Power)

Anderson Newspapers cover not only Anderson itself, but all of Madison County with its thousands of industrial workers in 148 plants which include G. M., Greer Steel, Anaconda Wire & Cable. And this market includes prosperous farmers with incomes well over the national average.

FULL MERCHANDISING FACILITIES

CIRCULATION

Morning & Evening	35,601
Sunday	18,926

BULLETIN and HERALD
ANDERSON, INDIANA

Represented by The Allen-Klapp Co.
(New York — Chicago — Detroit)

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

ILLINOIS — (Continued)

CITY	1/1/54 (Thous.)	SM POPULATION			SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																	
		Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Highland Park	17.8	36	185	736	20	104	377	35	183	718	30	150	538	45	229	837	48	249	973	31	155	571	36	188	747
Jacksonville	21.3	33	164	629	42	187	710	26	146	546	43	210	798	22	124	430	36	198	818	25	117	427	34	179	678
Joliet	56.2	10	55	225	13	67	244	7	40	157	5	33	142	5	35	122	8	45	204	11	49	177	6	43	148
Kankakee	27.4	26	139	509	34	156	561	15	73	275	19	99	355	15	65	217	16	88	335	9	47	175	20	92	320
Kewanee	17.4	38	189	755	43	197	752	36	186	729	39	182	696	24	140	501	33	183	780	38	199	741	31	172	655
La Grange	13.2	45	229	887	33	152	547	30	172	658	41	200	777	27	145	519	41	210	848	32	161	589	25	139	494
§La Salle	12.2	48	241	928	49	228	880	46	217	863	48	224	861	44	227	830	23	122	484	48	241	932	45	212	848
Lincoln	15.1	41	210	833	48	227	875	52	265	1012	52	261	1001	46	230	845	42	211	851	50	244	941	49	251	1001
Macomb	10.9	52	257	975	52	256	979	48	225	886	50	252	956	32	155	573	46	226	900	47	237	916	46	217	864
Mattoon	18.0	35	183	725	41	181	699	28	167	634	40	197	758	28	146	522	34	187	790	27	134	494	38	193	775
Maywood	28.2	25	136	498	19	101	371	40	204	800	32	155	564	52	269	1034	43	215	868	30	147	535	37	190	757
§†Moline	39.4	19	94	350	17	88	317	19	84	300	16	82	308	13	63	213	15	87	333	16	73	276	13	71	250
Mount Vernon	17.0	40	194	763	44	203	784	34	181	702	46	221	855	34	169	627	27	149	630	35	173	649	44	209	833
Oak Park	63.7	9	48	197	5	29	103	6	38	149	8	43	165	7	38	127	7	44	202	2	22	82	7	44	153
Ottawa	17.6	37	188	746	39	173	651	33	176	670	38	173	638	29	148	539	28	156	666	41	213	824	26	42	510
Pekin	22.9	30	155	591	35	157	562	37	187	732	36	168	623	47	231	847	35	194	813	36	188	703	51	170	1041
†Peoria	114.5	2	24	99	2	25	93	2	22	86	3	25	87	2	20	71	2	20	82	3	24	91	2	223	94
†Quincy	43.1	18	80	308	24	113	398	21	89	325	22	108	375	19	82	271	25	124	499	24	114	414	18	88	308
River Forest	11.4	51	254	966	32	150	534	43	211	830	31	153	560	51	266	1022	50	261	1007	52	271	1039	52	71	1042
§†Rock Island	50.6	13	69	266	14	71	259	18	82	296	13	76	288	20	86	290	22	111	450	14	61	235	16	262	286
†Rockford	107.5	3	26	112	4	28	100	3	23	87	2	23	83	3	26	99	3	23	96	4	25	93	3	25	96
†Springfield	83.7	5	34	148	7	40	158	4	27	112	4	31	139	6	36	125	4	26	125	5	26	96	4	26	97
Sterling	13.4	44	226	883	45	215	836	41	207	812	44	212	800	31	153	563	32	179	749	44	226	867	39	194	784
Streator	17.1	39	193	761	40	179	694	32	175	669	33	159	577	30	149	540	29	158	668	40	206	782	43	208	831
§†Urbana	25.0	28	150	553	30	142	495	51	255	976	35	166	621	38	188	692	49	260	1004	51	270	1038	29	161	614
Waukegan	44.5	15	78	301	11	62	234	17	79	290	18	86	319	16	68	230	19	95	366	19	85	307	21	101	349
Winnetka	12.9	47	233	902	25	114	402	42	209	827	49	228	876	49	255	958	38	203	836	45	229	871	28	155	570

INDIANA

†Anderson	54.8	10	59	238	10	68	254	9	69	266	10	71	273	9	73	246	9	57	249	8	59	226	9	62	224
Bedford	12.8	33	236	909	32	243	926	27	216	843	30	236	912	38	258	973	19	135	569	24	204	777	25	187	740
Bloomington	29.1	19	133	483	19	145	512	19	144	525	20	156	565	20	166	612	17	129	535	17	140	514	15	108	368
Columbus	22.5	20	159	601	21	171	644	24	177	674	24	185	706	21	171	632	26	175	729	31	234	900	29	207	828
Connersville	16.8	26	195	769	25	196	746	32	235	921	27	225	866	29	235	873	22	144	609	29	224	861	30	219	871
Crawfordsville	13.5	30	223	875	30	221	849	31	234	920	32	244	931	23	185	673	34	240	935	28	221	848	28	206	826
§East Chicago	56.1	9	57	233	9	60	232	11	78	287	8	58	230	28	228	834	11	75	294	12	99	352	13	91	314
†Elkhart	37.9	13	98	367	12	92	328	13	91	331	12	89	325	15	108	388	15	103	413	11	77	282	11	68	243
†Evansville	133.8	4	21	83	5	23	86	5	26	92	5	26	91	6	29	107	4	24	102	4	28	105	3	19	76
†Fort Wayne	139.0	3	20	77	2	19	68	2	19	77	2	19	76	2	18	62	3	19	81	3	21	77	2	18	69
Frankfort	15.5	27	207	820	26	201	771	29	223	879	28	234	899	31	237	877	29	196	815	26	207	789	37	262	1031
Gary	143.0	2	19	75	3	20	70	4	25	91	3	20	77	4	21	78	5	25	108	6	36	141	5	27	98
Goshen	13.5	31	225	878	31	222	856	26	208	819	34	249	944	26	199	720	32	221	887	30	228	869	27	202	815

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.



they Buy More because they Have More!

● With an average income per family of $6593* it's easy to see why people *do* buy more in this great market. That's 25.7% above the national average . . . 7th highest in the nation among cities of 600,000 population and over!

That's why you'll find ready and able customers for any worthwhile product . . . from pianos to pie pans. And you get these other vital market advantages as well:

▶ It's BIG . . . over 600,000 population

▶ It's STEADY . . . unsurpassed for diversification and balance of industry and agriculture

▶ It's EASILY REACHED . . . you get saturation coverage of the metropolitan area, plus an effective bonus coverage of the 44 surrounding counties in The Star and The News. Write for complete market data today.

KELLY-SMITH COMPANY · NATIONAL REPRESENTATIVES

*Consumer Income Supplement, 1954, Standard Rate & Data Service.



THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS

THE FIGURES HAVE IMPROVED!



Time to bring your records up to date on South Bend, Indiana. It has now moved up to the 2nd largest City Corporate Area in Indiana—in Population—Effective Buying Income — Retail Sales — Food Sales — Drug Sales — Automotive Sales — Furniture-Household-Radio Sales! How did it happen? The ABC now includes Mishawaka in the South Bend City Corporate Area! Newspaper coverage with the South Bend Tribune is 100%. Write for free market data book, "Test Town, U.S.A."

The South Bend Tribune



The South Bend, Ind. Market: 7 Counties, 1/2 Million People

F. A. Miller — *Pres. and Editor* **Franklin D. Schurz** — *Secy. and Treas.*

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

INDIANA — (Continued)

CITY	1/1/54 (Thous.)	SM POPULATION: Population			SM INCOME: Total Effective Buying Income			SM RETAIL SALES RANKINGS BY STORE GROUPS: Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
§Hammond	94.4	6	31	134	6	31	107	6	31	130	6	32	141	5	25	96	6	33	160	5	31	124	7	53	194
Huntington	15.4	28	208	822	28	207	795	25	195	765	26	196	748	17	122	421	28	191	798	35	257	987	26	200	809
†Indianapolis	439.5	1	9	28	1	9	25	1	9	22	1	8	21	1	8	25	1	8	21	1	6	13	1	6	13
Jeffersonville	17.7	25	187	740	29	217	838	28	218	867	25	188	715	35	243	915	33	236	922	25	205	778	32	223	892
Kokomo	41.6	11	88	324	13	95	351	14	104	366	16	118	408	14	103	368	12	77	302	14	123	444	16	120	414
La Porte	21.1	22	165	635	22	172	648	22	154	577	21	161	582	22	179	662	20	138	579	16	137	497	24	182	690
§†Lafayette	36.2	14	101	381	11	86	311	12	83	297	13	93	336	10	79	266	13	82	317	13	113	406	8	59	217
Lebanon	8.1	37	265	1016	35	250	984	34	246	955	37	268	1028	30	236	874	37	251	977	37	263	1009	31	221	881
Logansport	22.2	21	161	605	20	170	642	18	141	511	23	180	688	16	115	405	21	143	608	20	160	587	17	123	430
Marion	33.6	17	115	414	16	130	455	15	120	430	18	138	481	12	93	323	14	94	361	15	130	485	14	104	358
Michigan City	29.5	18	131	477	18	144	511	17	136	494	15	117	406	18	125	434	18	134	566	22	176	659	18	138	478
§Mishawaka	35.0	15	110	402	15	97	355	20	145	528	14	115	398	36	246	926	23	165	691	18	141	518	21	166	625
†Muncie	61.1	8	50	209	8	58	226	8	62	234	9	61	245	8	66	219	8	53	224	9	67	251	10	63	231
New Albany	34.5	16	111	405	17	134	462	16	124	4.6	17	126	433	24	193	703	16	119	479	19	151	548	19	151	549
New Castle	16.0	24	178	689	23	176	681	23	171	657	19	140	494	19	160	592	24	167	700	23	197	724	23	180	683
Peru	13.7	29	220	869	27	202	780	33	244	950	29	235	908	27	205	744	31	216	870	36	258	992	33	235	935
†Richmond	41.0	12	91	331	14	96	352	10	75	280	11	88	322	11	89	301	10	67	270	10	69	265	12	72	253
Seymour	10.9	36	258	976	37	262	988	35	260	997	35	259	993	32	236	878	36	246	967	34	249	961	38	264	1034
Shelbyville	12.1	34	245	934	33	247	933	30	227	894	31	238	918	34	242	899	27	189	796	32	235	902	34	237	946
§†South Bend	121.1	5	22	93	4	21	73	3	20	78	4	24	86	3	19	68	2	18	73	2	20	72	4	20	77
†Terre Haute	64.9	7	47	194	7	53	211	7	45	172	7	54	212	7	32	118	7	46	210	7	45	169	6	48	159
Valparaiso	12.9	32	234	903	34	249	938	36	267	1024	33	245	932	25	198	719	35	245	954	33	239	927	22	178	676
Vincennes	19.1	23	177	686	24	184	704	21	147	550	22	178	673	13	99	353	25	168	710	21	164	596	20	162	615
Washington	11.7	35	250	952	36	261	987	37	268	1029	36	263	1007	33	239	891	30	214	861	27	218	840	35	248	983
Winchester	5.7	38	270	1036	38	270	1030	38	270	1033	38	271	1041	37	251	954	38	267	1017	38	264	1012	36	256	1019

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

POWER INCREASED

IN INDIANA'S 2ND MARKET

WSBT-TV's Power Now 204,000 Watts

—EQUIPPED FOR NETWORK COLOR—

- Now, 1,261,000 potential viewers in Northern Indiana and Southern Michigan.
- WSBT-TV's share of audience is 73% nighttime and 71% daytime (June, 1954 Hooper Survey). Superb pictures and fine programming, from 7 in the morning until 11 at night, build and hold this audience.



IDEAL TEST MARKET

- Typical of America
- Self-contained
- Diversified
- Stable
- Controlled distribution

AMERICA'S OUTSTANDING **UHF** OPERATION

WSBT-TV SOUTH BEND, IND.

CHANNEL 34

ASK PAUL H. RAYMER COMPANY, INC., National Representative

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

IOWA

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug					
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation			
Ames	23.2	14	154	585	15	169	639	16	198	776	15	194	742	14	167	616	20	259	1002	16	189	706	15	181	687			
Burlington	32.4	9	119	425	8	123	438	8	111	385	8	114	396	9	106	386	6	91	349	10	116	422	6	96	338			
†Cedar Rapids	76.3	4	38	165	4	43	165	3	37	144	4	55	214	4	42	144	2	30	131	2	32	130	2	34	122			
Clinton	32.1	10	121	432	9	124	441	11	125	458	9	134	474	11	128	454	11	127	511	9	115	415	12	165	624			
Council Bluffs	47.0	7	74	283	7	84	306	7	107	375	7	95	349	17	195	708	9	108	440	12	131	488	7	106	365			
†Davenport	76.8	3	37	163	3	42	162	4	39	154	3	53	209	3	33	119	4	40	184	3	42	164	4	45	158			
†Des Moines	183.7	1	15	57	1	15	55	1	16	55	1	18	65	1	16	53	1	17	68	1	16	48	1	17	58			
†Dubuque	51.7	6	67	258	6	78	277	6	70	270	6	78	290	6	50	178	7	98	394	7	100	356	10	131	464			
Fort Dodge	26.8	13	141	518	12	146	515	10	117	411	12	158	576	7	81	269	13	147	624	11	128	476	13	168	635			
Iowa City	27.2	12	140	510	13	147	516	13	137	496	13	164	602	10	117	411	15	163	687	15	171	638	9	124	433			
Keokuk	16.6	17	199	777	17	210	810	18	232	918	17	226	870	19	225	826	14	150	638	18	238	921	16	198	806			
Marshalltown	20.2	16	170	654	14	166	621	14	148	552	14	167	622	12	129	463	12	141	595	13	159	585	14	174	667			
Mason City	28.6	11	135	489	11	137	476	9	113	388	11	154	563	8	91	307	8	104	419	6	95	335	11	137	479			
Muscatine	20.5	15	168	648	16	183	702	15	170	646	16	203	786	10	175	648	16	204	837	14	167	620	19	246	978			
Newton	12.3	18	240	924	18	220	847	20	254	967	18	239	919	18	212	769	17	206	840	20	242	935	18	239	956			
Oskaloosa	11.5	19	251	959	19	253	958	17	226	888	20	266	1013	15	174	643	18	224	895	19	240	929	17	214	850			
Ottumwa	34.4	8	112	406	10	129	454	12	133	488	10	143	510	13	150	543	10	126	506	8	111	403	8	122	425			
†Sioux City	85.3	2	32	145	22	38	151	2	36	142	2	48	181	2	28	106	5	61	255	4	44	167	3	40	135			
Spencer	8.0	20	266	1018	20	265	1003	19	241	940	19	256	984	20	257	965	19	255	990	17	198	725	20	247	982			
†Waterloo	70.0	5	43	184	5	44	177	5	51	204	5	62	246	5	45	164	3	35	167	5	64	245	5	61	223			
MICHIGAN																												
Adrian	20.0	26	172	661	25	174	665	23	140	509	25	139	486	23	131	466	21	115	469	29	158	583	24	119	409			
†Ann Arbor	49.8	13	70	271	9	63	235	14	61	242	15	66	255	17	85	288	14	59	253	21	109	392	10	36	126			
†Battle Creek	52.0	11	65	254	11	72	261	11	48	185	11	47	179	12	52	182	13	54	226	10	41	163	11	37	130			
†Bay City	55.0	10	58	235	14	80	289	13	57	229	12	56	217	13	62	207	10	48	218	20	89	322	14	51	175			
§Benton Harbor	19.7	27	174	669	27	186	708	20	108	376	23	113	393	22	120	416	19	109	444	23	132	489	16	64	232			

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

MICHIGAN — (Continued)

CITY	1/1/54 (Thous.)	SM POPULATION: Population			SM INCOME: Total Effective Buying Income			SM RETAIL SALES RANKINGS BY STORE GROUPS: Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Birmingham	21.0	24	168	639	19	93	343	24	143	521	26	147	531	24	136	489	24	132	547	17	75	279	17	70	249
Dearborn	111.6	4	25	104	4	22	77	7	32	133	7	30	127	7	34	120	9	38	173	5	23	90	12	38	133
†Detroit	1925.2	1	2	5	1	2	4	1	2	4	1	2	5	1	2	5	1	2	5	1	2	3	1	2	3
East Detroit	27.5	21	138	506	22	136	468	31	199	782	22	104	364	38	270	1037	38	256	993	38	269	1034	25	121	421
Escanaba	15.4	38	209	823	38	239	916	38	266	1014	36	214	817	27	159	590	32	212	858	37	267	1022	37	224	894
Ferndale	32.4	20	120	428	20	106	381	19	100	354	18	90	331	21	116	409	25	137	575	11	50	178	28	145	527
†Flint	172.2	3	17	62	2	15	60	3	17	56	2	15	48	3	22	82	3	15	64	2	15	47	3	15	46
†Grand Rapids	180.8	2	16	59	3	18	64	2	15	52	3	16	51	2	15	52	2	14	60	3	17	62	2	13	37
Hamtramck	43.0	16	81	310	16	85	309	15	68	260	17	77	289	16	76	256	7	32	154	18	80	296	18	74	255
Highland Park	47.6	15	73	279	17	90	321	10	47	181	14	65	254		30	112	15	62	257	6	27	99	9	35	125
Holland	18.0	34	201	806	38	228	873	27	164	629	32	181	693	30	213	775	18	99	397	25	152	549	27	132	467
†Jackson	51.6	12	68	259	13	79	288	9	44	167	9	44	167	10	46	165	12	52	223	12	51	179	7	30	112
†Kalamazoo	57.5	9	53	220	10	68	241	8	34	138	8	37	153	11	51	181	5	28	129	8	34	135	6	29	106
†Lansing	97.7	5	29	128	5	33	114	4	21	84	4	22	81	4	23	88	6	29	130	4	18	65	4	22	84
Lincoln Park	42.5	17	85	317	12	74	286	28	178	680	24	135	475	32	245	923	28	148	621	27	156	572	26	130	482
Marquette	17.8	32	186	737	34	209	804	37	262	1002	37	216	824	29	203	739	28	172	720	35	245	942	36	222	890
Midland	15.8	35	205	815	30	198	757	30	189	738	34	186	707	31	233	859	34	225	897	31	175	655	31	160	610
Monroe	22.7	22	157	595	24	165	613	22	119	429	20	98	353	19	107	387	22	118	478	24	148	537	19	75	257
Mount Clemens	18.7	29	179	698	29	192	724	21	110	380	19	91	332	36	263	999	23	125	501	15	70	268	21	81	284
†Muskegon	49.4	14	71	273	18	91	326	12	49	192	10	45	172	9	43	149	11	51	222	13	57	219	13	42	146
Muskegon Heights	20.1	25	171	659	28	190	717	33	202	792	27	151	540	35	252	955	27	161	680	33	220	843	30	154	556
Niles	14.0	37	218	853	35	214	834	29	184	724	28	157	575	28	187	685	37	250	975	32	186	693	32	169	639
Owosso	16.6	33	200	778	31	205	791	32	201	791	31	179	687	25	144	517	29	181	759	34	225	864	35	215	856
Pontiac	75.7	7	40	168	7	46	183	6	29	121	6	28	103	5	27	102	4	27	128	7	30	118	8	32	119
†Port Huron	35.9	19	100	377	21	118	425	17	80	291	13	63	250	18	88	299	17	86	331	19	87	313	22	87	304
River Rouge	21.8	23	163	618	23	164	596	35	213	834	30	177	688	37	265	1008	35	230	910	22	122	443	29	152	550
Royal Oak	58.8	8	52	215	8	47	184	16	71	271	16	74	283	15	71	239	16	72	277	14	66	249	15	60	219
†Saginaw	95.6	6	30	130	6	36	148	5	28	116	5	27	98	8	41	142	8	34	165	9	37	147	5	28	102
Sault Ste. Marie	18.7	30	180	699	33	208	801	34	206	805	35	198	773	26	158	587	36	243	946	36	260	996	38	254	1011
Traverse City	18.0	31	184	726	37	230	895	25	153	571	33	183	698	20	111	397	30	184	783	26	153	566	33	170	645
Wayne	12.7	38	239	916	32	206	794	38	247	957	38	243	929	34	248	938	33	222	890	28	157	578	34	184	699
Wyandotte	39.6	18	93	348	15	81	291	18	97	350	21	103	361	14	67	229	20	112	451	16	74	278	20	80	283
Ypsilanti	19.5	28	176	677	26	177	686	26	161	610	29	171	629	33	247	928	31	193	811	30	170	628	23	99	345

MINNESOTA

Albert Lea	14.1	11	217	858	11	229	893	10	185	725	12	233	895	7	135	488	15	257	998	13	209	794	10	236	937
Austin	25.4	6	147	546	5	149	533	7	155	580	7	175	646	14	210	764	6	140	592	7	166	612	6	175	670
Brainerd	12.9	14	235	904	14	250	941	11	193	763	9	191	738	12	184	670	14	248	972	11	184	688	9	226	901
†Duluth	105.5	3	27	115	3	34	129	3	33	135	3	29	125	3	44	156	3	31	145	3	35	140	3	41	136
Fergus Falls	13.8	12	219	868	13	244	929	14	239	935	16	269	1037	11	178	681	7	159	670	10	183	685	16	267	1037
Hibbing	16.2	10	203	797	9	195	745	12	212	832	10	206	790	10	168	623	12	217	872	8	177	665	8	225	896
§Mankato	19.7	8	175	670	8	178	691	6	123	454	11	215	821	5	95	330	4	92	355	4	92	328	5	164	622
†Minneapolis	529.7	1	6	20	1	6	18	1	7	18	1	7	18	1	7	18	1	6	19	1	7	15	1	7	17
Moorhead	16.7	9	198	773	10	204	790	9	165	631	4	142	505	16	268	1030	8	195	814	12	194	716	12	244	975
Rochester	31.6	4	123	442	4	115	405	4	98	351	8	176	649	6	104	381	5	121	483	5	106	380	4	79	279
St. Cloud	29.3	5	132	479	6	158	565	5	122	441	6	170	627	4	72	245	9	202	834	6	138	496	14	263	1032
†St. Paul	320.7	2	11	37	2	12	38	2	12	38	2	14	40	2	10	28	2	13	54	2	14	45	2	14	40
Virginia	13.1	13	230	890	12	232	901	15	259	994	14	258	992	9	162	594	16	258	997	15	227	868	11	241	963
Willmar	10.2	15	261	986	15	258	983	13	237	927	13	253	958	13	209	760	10	208	843	14	210	796	13	245	976
Winona	25.3	7	148	547	7	167	627	8	158	594	5	163	599	8	141	502	11	209	844	9	180	672	7	185	702
Worthington	8.8	16	264	1006	16	268	1014	16	264	1011	15	267	1021	15	220	802	13	233	916	16	250	963	15	266	1036

MISSOURI

Cape Girardeau	22.6	10	158	598	11	175	670	11	180	686	12	201	778	7	151	545	6	155	664	12	182	681	13	150	546
Clayton	17.4	13	190	756	7	89	320	5	99	353	7	146	520	3	39	128	15	252	983	7	91	325	6	103	354
Columbia	33.8	8	113	410	8	117	424	7	156	588	10	193	741	12	202	732	12	190	797	13	185	691	10	126	445
Hannibal	20.9	11	167	642	12	182	701	14	210	828	9	192	740	13	221	803	9	171	719	15	211	802	15	205	825
Independence	42.6	6	85	316	6	76	273	10	166	632	8	172	635	8	163	596	10	180	754	8	112	404	7	109	369
Jefferson City	25.5	9	145	540	10	160	580	9	160	606	11	195	744	11	194	705	8	170	718	9	125	458	11	128	457
†Joplin	39.3	7	95	351	9	120	427	6	102	356	6	129	445	5	78	265	5	130	538	5	76	280	8	112	378
†Kansas City	476.1	2	8	23	2	8	23	2	6	16	2	9	23	1	4	10	2	7	20	2	8	17	1	3	7
Maplewood	13.6	15	222	873	14	194	732	8	157	592	13	211	799	10	183	669	11	188	791	6	86	309	12	134	474
North Kansas City	5.4	16	271	1040	16	269	1028	16	258	980	16	250	947	16	271	1019	16	266	1016	10	150	543	9	115	388
Poplar Bluff	16.6	14	201	779	15	245	930	15	233	919	15	248	942	9	181	666	13	223	892	14	191	713	16	232	923
Sedalia	20.4	12	169	649	13	185	706	12	188	735	14	230	892	14	224	823	7	160	678	11	165	604	14	195	786
†Springfield	71.1	4	42	182	5	56	222	3	54	210	4	79	301	4	60	200	3	47	211	3	46	170	4	49	169
†St. Joseph	79.7	3	36	155	3	49	187	4	59	235	3	64	252	6	80	268	4	60	254	4	63	239	3	33	120
†St. Louis	867.2	1	4	8	1	4	9	1	4	10	1	4	9	2	5	11	1	3	7	1	4	10	2	5	10
University City	42.9	5	82	311	4	52	205	13	191	760	5	112	389	15	262	997	14	228	925	16	247	954	5	100	347

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

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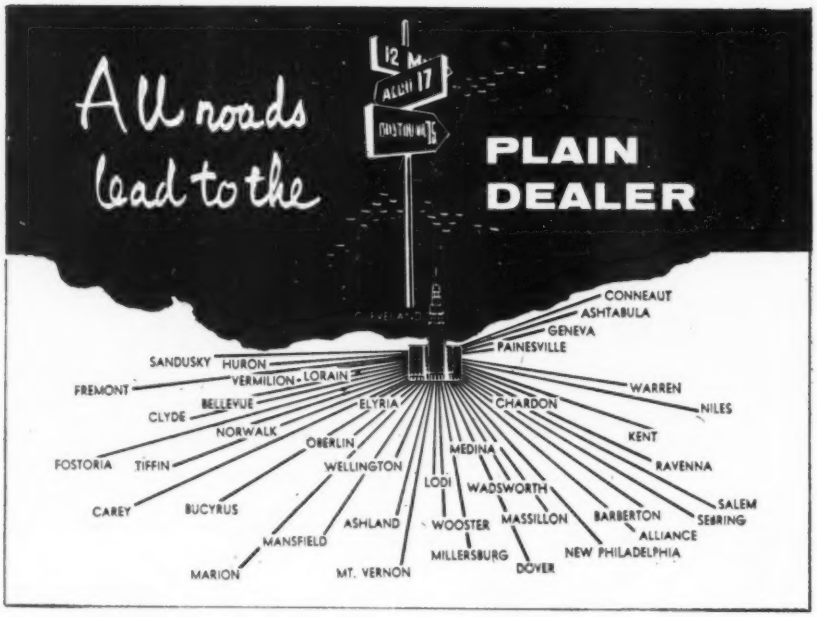
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	(Cleveland) Cuyahoga Cy.	*26 Adjacent County Area**
Total Retail Sales	$1,976,290,000	$1,625,161,000
Food Sales	522,053,000	403,545,000
Gen. Merchandise Sales	279,064,000	128,040,000
Drug Sales	63,158,000	38,554,000
Furn. Hsld., Radio Sales	100,473,000	73,949,000
Eff. Buying Income	2,998,757,000	2,333,759,000

**Akron, Canton, Youngstown not included.*
Figures—Sales Management Survey, May, 1954

CLEVELAND
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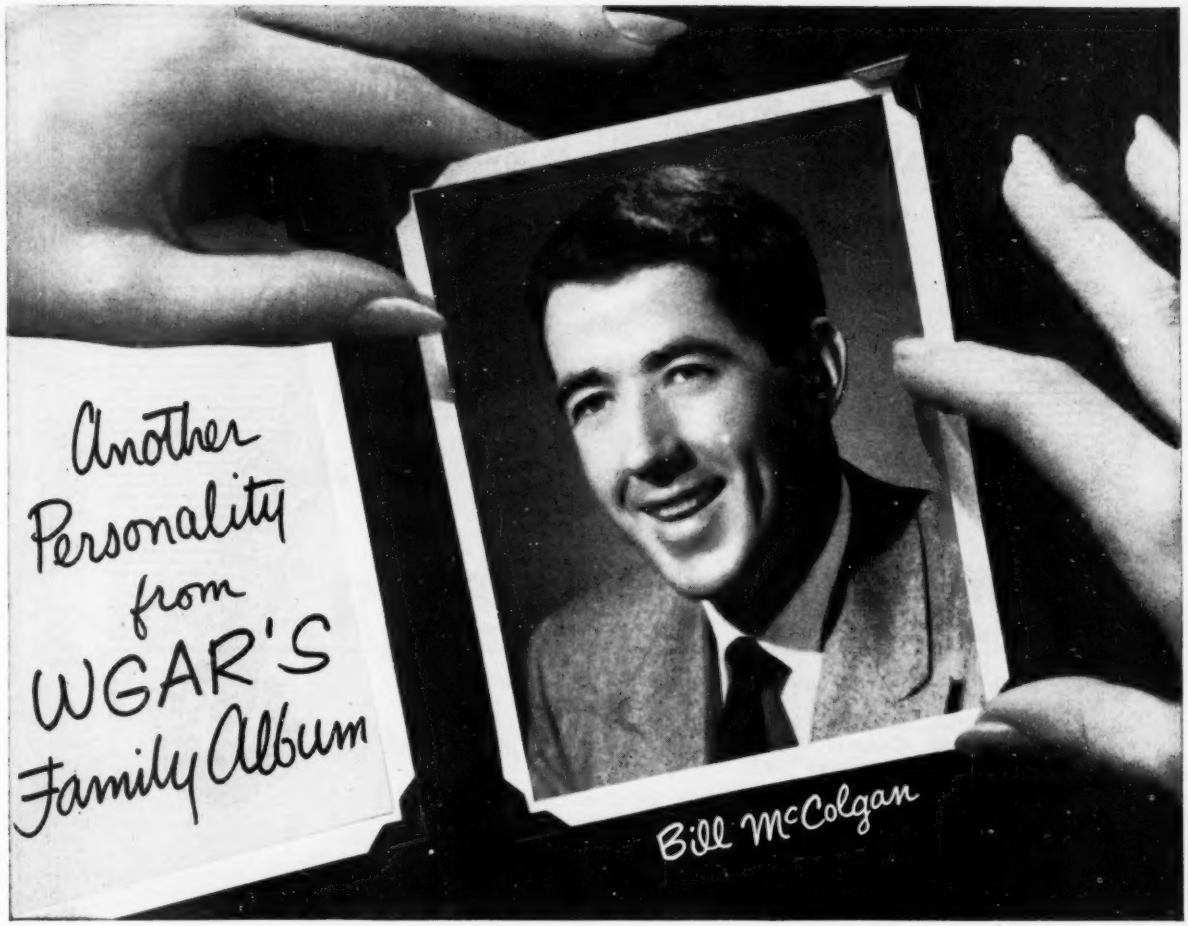
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SALES RANKINGS, STATE, AREA, NATION — (Cont.)

OHIO

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug					
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation			
†Akron	287.0	5	13	41	5	13	40	6	14	42	5	12	36	6	14	38	6	16	66	5	12	42	6	16	49			
Alliance	27.7	32	137	503	32	148	521	28	129	471	36	137	480	22	109	390	21	85	325	33	145	531	34	156	578			
Ashland	15.1	45	211	834	41	191	720	54	231	908	52	229	887	46	201	724	44	177	737	56	248	957	48	213	848			
Ashtabula	24.4	37	153	562	33	151	543	27	128	466	29	121	423	24	112	398	31	136	570	35	154	570	32	148	537			
Athens	12.0	54	246	937	61	260	986	55	236	925	62	264	1009	50	254	957	38	154	661	38	178	666	49	216	857			
Barberton	29.8	31	130	474	30	132	458	33	138	498	30	122	426	20	102	364	39	157	667	36	162	591	28	138	484			
Bellefontaine	11.5	57	252	960	55	246	932	50	221	875	55	240	921	47	204	742	53	228	906	48	206	790	59	255	1013			
Bowling Green	12.2	52	242	929	59	254	970	60	250	963	54	237	914	37	157	583	63	265	1014	55	246	951	54	238	948			
Cambridge	14.7	46	213	843	52	237	914	48	203	797	51	220	853	34	152	550	40	162	682	47	203	774	55	240	961			
†Canton	119.2	8	23	95	10	32	108	8	24	89	8	21	78	8	24	95	7	21	84	8	33	132	8	31	113			
Chillicothe	26.0	34	143	533	38	162	582	31	134	492	35	133	486	39	172	639	32	139	583	29	129	478	27	133	468			
†Cincinnati	514.8	2	7	21	2	7	22	2	8	21	2	6	17	2	9	27	2	9	24	2	9	22	2	9	26			
†Cleveland	924.4	1	3	7	1	3	7	1	3	6	1	3	6	1	3	8	1	4	8	1	3	6	1	4	8			

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.
§ See page 114 for multiple city rankings.



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SALES RANKINGS, STATE, AREA, NATION — (Cont.)

OHIO — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Cleveland Heights	60.7	12	51	212	8	27	98	19	93	333	9	38	155	62	260	987	17	76	298	18	93	331	11	52	184
†Columbus	399.6	3	10	32	3	10	29	3	10	29	3	10	30	3	11	31	3	10	32	3	10	28	3	10	28
Coshocton	11.8	56	249	949	54	240	918	53	230	905	56	242	925	42	190	665	52	227	902	49	212	820	53	234	930
Cuyahoga Falls	31.4	28	124	444	22	99	367	38	162	611	28	120	422	53	232	848	47	197	816	32	143	524	40	183	695
†Dayton	262.8	6	14	44	6	14	42	5	13	40	6	13	37	4	12	33	5	12	45	6	13	43	4	11	31
Defiance	11.9	55	248	948	51	234	908	51	222	876	53	231	893	55	240	893	49	200	829	40	181	677	51	220	877
Delaware	12.2	53	243	930	56	248	936	52	229	897	57	246	934	61	259	982	55	234	918	51	217	838	61	259	1025
East Cleveland	41 1	20	90	330	15	59	231	30	131	481	24	101	359	63	261	991	36	151	642	14	78	286	14	73	254
East Liverpool	24.5	36	152	559	37	163	592	29	130	475	32	128	439	19	101	363	23	100	406	27	124	454	33	149	540
†Elyria	32.6	27	118	424	26	116	418	20	94	337	20	84	313	16	92	322	15	71	276	19	96	347	24	113	379
Euclid	53.0	14	61	244	13	50	190	41	174	661	31	125	431	28	127	452	34	145	615	53	230	872	35	157	582
Findlay	25.2	35	149	549	35	155	558	34	139	508	37	152	541	48	206	748	29	117	472	30	135	495	36	158	583
Fremont	17.3	41	192	758	42	193	730	35	150	564	39	174	639	14	84	286	25	105	423	46	202	763	45	199	807
Greenville	9.3	62	263	1000	62	264	1001	46	196	773	60	255	972	50	215	778	48	199	820	45	196	722	52	227	904
†Hamilton	61.7	11	49	203	14	55	220	11	52	205	12	42	162	15	87	296	10	49	220	11	55	207	12	65	233
Ironton	16.8	42	196	770	44	212	822	44	190	756	41	187	711	51	216	784	42	169	713	54	231	884	57	243	968
Lakewood	68.4	10	46	190	9	30	105	15	76	283	14	52	207	31	138	494	26	116	429	9	43	165	10	50	173
Lancaster	26.3	33	142	526	34	153	551	37	159	610	38	165	611	38	164	607	33	142	601	44	193	715	30	146	531
†Lima	52.5	16	64	252	19	77	274	12	56	2.7	15	59	234	10	53	181	20	84	321	13	72	274	16	81	295
†Lorain	54.1	13	60	240	17	65	240	14	63	246	13	49	185	18	97	347	16	73	278	22	105	373	15	76	261
†Mansfield	46.4	17	76	286	16	61	233	13	60	238	16	68	259	9	49	171	12	63	261	20	97	348	18	86	303
Marietta	16.3	43	202	792	46	216	837	45	194	764	44	199	774	44	191	700	37	152	643	52	219	842	47	211	843
Marion	35.4	24	107	395	28	126	443	23	109	379	27	109	380	21	105	382	24	101	411	24	110	394	25	114	385
Massillon	33.3	26	116	417	29	127	449	24	112	386	21	87	320	23	110	395	28	116	470	28	127	468	37	163	620
†Middletown	35.3	25	108	397	20	94	349	18	87	314	17	69	262	27	123	425	14	66	267	17	88	317	22	102	351
Mount Vernon	12.8	51	237	910	49	224	858	42	179	685	47	207	791	32	139	495	56	235	921	42	190	710	41	189	751

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

COLUMBUS

3RD

MARKET IN OHIO*

- 3rd in INCOME
- 3rd in TOTAL RETAIL SALES
- 3rd in FOOD SALES
- 3rd in GENERAL MERCHANDISE SALES
- 3rd in FURN., HOUSE, RADIO SALES
- 3rd in DRUG SALES
- 3rd in AUTO SALES

*Source: Sales Management, Nov 10, 1954

The Columbus Dispatch

Read in More Than 4 Out of 5 Columbus Homes Daily—More Than 9 Out of 10 Sunday

Nationally Represented by O'MARA & ORMSBEE, Inc.
New York • Chicago • Detroit • San Francisco • Los Angeles

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

OHIO — (Continued)

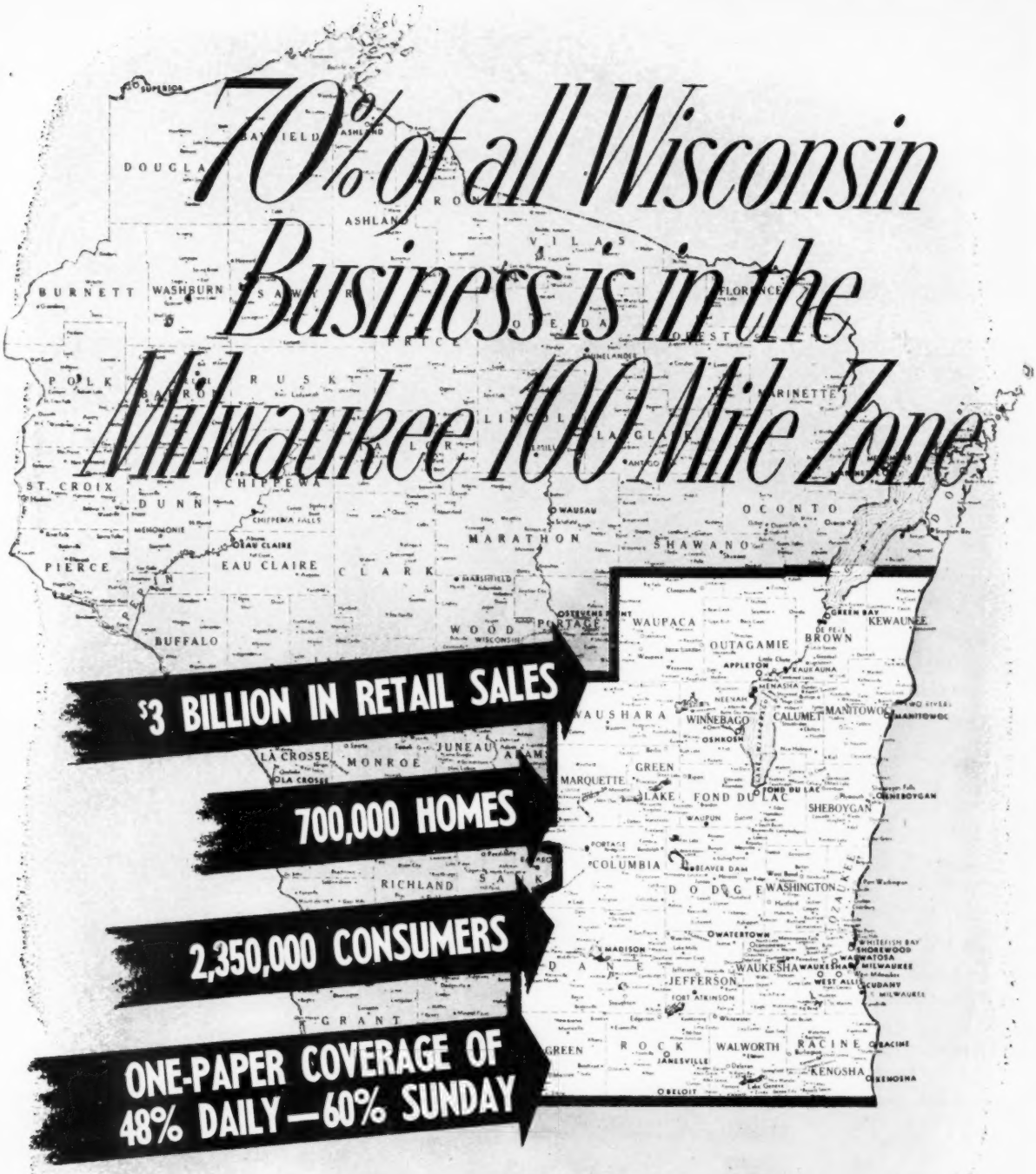
CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																	
		Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
	1/1/54 (Thous.)	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
North Philadelphia	13.3	49	227	885	53	233	915	56	242	946	49	213	801	45	192	701	46	192	803	60	255	983	46	210	834
†Newark	35.9	22	103	385	25	112	396	22	103	364	22	92	335	30	137	490	27	110	447	26	120	432	31	147	532
Niles	17.4	40	191	757	39	188	712	58	248	959	40	184	704	57	249	948	58	241	937	57	251	964	56	242	966
Norwood	35.9	23	104	388	21	98	358	26	121	439	23	96	350	56	244	922	30	128	518	23	108	391	23	105	363
Painesville	15.6	44	206	819	43	199	760	32	135	493	33	131	448	17	96	333	50	213	860	25	118	429	29	143	517
Piqua	18.2	39	181	719	40	189	715	43	182	715	42	189	722	33	147	533	43	174	727	39	179	667	39	173	658
†Portsmouth	42.8	18	84	315	27	122	437	16	81	292	19	83	312	13	69	233	13	64	262	18	84	306	19	89	307
§Ravenna	10.6	61	260	980	57	251	949	61	252	965	43	190	733	60	256	960	62	262	1010	61	256	986	58	252	1005
Salem	13.0	50	231	894	45	213	829	47	200	790	46	205	788	43	190	696	41	166	698	43	192	714	42	191	775
Sandusky	30.9	29	127	454	31	133	461	25	115	399	26	107	371	29	133	482	22	90	342	37	163	594	17	85	300
Shaker Heights	30.3	30	129	462	11	35	143	39	163	612	34	132	453	36	156	577	57	237	924	34	149	540	26	116	393
†Springfield	82.0	9	35	151	12	41	161	9	43	166	11	41	161	11	56	188	9	43	194	10	53	195	9	48	167
†Steubenville	36.2	21	102	382	23	105	380	17	86	312	18	72	278	26	121	417	18	78	309	15	83	301	21	98	343
Tiffin	19.8	38	173	667	38	180	697	49	205	803	45	202	784	41	177	659	45	182	763	50	215	831	50	218	870
†Toledo	316.0	4	12	38	4	11	33	4	11	37	4	11	34	5	13	34	4	11	37	4	11	31	5	12	35
Troy	11.1	59	256	973	50	231	898	59	249	960	58	247	939	49	211	765	61	254	986	63	265	1013	44	197	801
Van Wert	10.7	60	259	977	58	252	950	57	245	954	59	251	955	54	234	868	54	229	907	58	252	969	60	258	1022
Warren	52.8	15	62	246	18	69	257	10	50	201	10	40	159	12	57	189	11	56	240	12	56	218	13	67	239
Washington Court House	11.4	58	255	967	60	255	977	62	253	968	63	265	1010	52	217	787	59	244	947	59	254	982	62	260	1027
Wilmington	7.8	63	267	1020	63	267	1010	63	269	1032	61	262	1004	58	253	956	60	247	970	62	259	994	63	268	1039
Wooster	14.5	47	214	847	48	223	857	36	151	567	50	217	828	35	154	567	51	218	873	41	187	695	38	171	652
Xenia	13.7	48	221	870	47	218	839	40	168	640	48	208	794	40	173	640	35	148	627	31	142	523	43	192	777
†Youngstown	168.9	7	18	63	7	17	61	7	18	65	7	17	55	7	17	59	8	22	85	7	19	66	7	24	95
†Zanesville	41.7	19	87	322	24	108	384	21	95	340	25	102	360	25	118	412	19	79	310	21	101	381	20	93	323
WISCONSIN																									
Antigo	10.1	26	262	988	27	268	1006	27	263	1004	25	241	924	23	208	757	21	232	915	24	253	981	27	265	1035
§†Appleton	38.3	10	97	362	10	102	374	9	90	329	9	94	348	8	74	250	5	69	272	14	133	493	13	127	449
Beloit	30.9	16	128	455	14	125	442	14	118	424	12	110	382	15	126	441	13	114	465	12	119	430	12	125	440
Chippewa Falls	11.5	25	253	961	25	257	981	24	256	983	27	260	997	27	250	952	20	186	788	23	236	906	22	233	924
Eau Claire	37.8	11	99	369	11	103	375	11	101	355	13	111	386	8	83	275	11	107	437	10	103	367	6	94	335
Fond Du Lac	31.1	15	126	452	15	135	467	13	114	390	17	136	478	14	119	415	10	102	412	13	121	439	7	95	337
†Green Bay	55.3	5	56	230	7	73	265	4	55	218	5	60	236	4	48	169	4	41	189	7	71	271	4	66	236
Janesville	25.7	18	144	538	18	141	491	15	126	459	16	130	446	16	132	473	15	131	545	18	174	652	17	153	552
†Kenosha	56.3	4	54	224	5	57	225	5	58	234	4	50	191	13	114	403	6	70	274	5	62	238	5	69	245
†La Crosse	49.0	6	72	274	8	82	293	6	64	250	6	67	256	5	61	201	7	74	289	9	94	332	8	97	342
†Madison	100.5	2	28	124	2	24	92	2	30	125	3	35	145	2	37	126	3	39	175	2	39	159	2	21	81
Manitowoc	28.8	17	134	487	16	138	477	17	142	516	14	119	416	11	100	357	12	113	458	17	168	625	19	201	810
Marinette	14.4	21	215	849	23	241	919	25	257	989	24	232	894	12	113	401	25	263	1012	28	268	1023	28	269	1040
Marshfield	13.3	23	228	888	24	242	922	20	220	873	26	254	967	18	181	593	24	253	985	21	216	833	20	230	912
†Milwaukee	649.5	1	5	14	1	5	14	1	5	13	1	5	13	1	6	14	1	5	14	1	5	12	1	8	21

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.



Ask us about this giant, economy size sales package which builds the largest advertising volume in the nation in

THE MILWAUKEE JOURNAL

Twice the Circulation of Any Other Publication in the Market



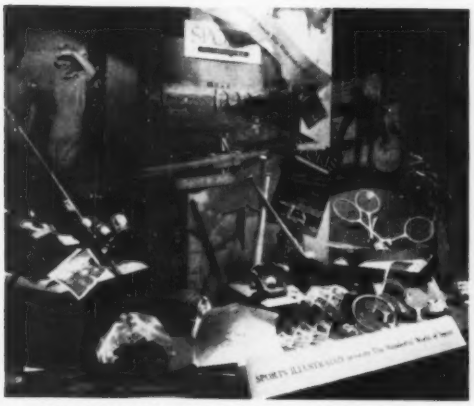
MACY'S, NEW YORK



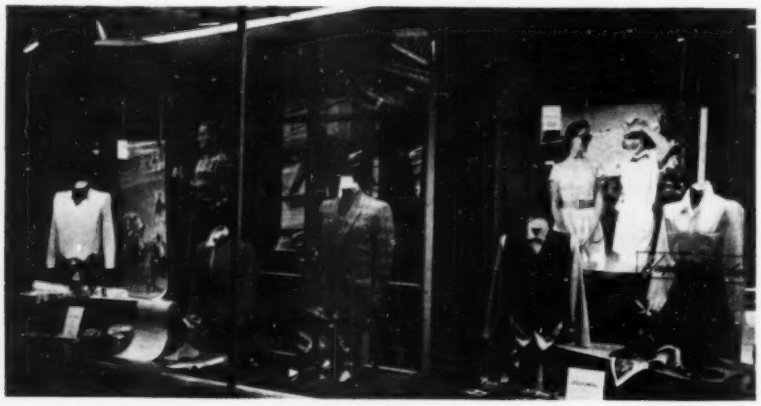
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THALHIMER BROS., RICHMOND



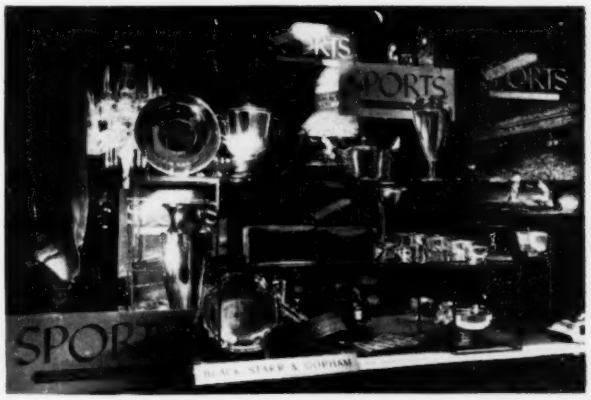
NEIMAN-MARCUS CO., DALLAS



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ROOS BROS., INC., SAN FRANCISCO



BLACK, STARR & GORHAM, NEW YORK



ABERCROMBIE & FITCH CO., NEW YORK



JOHN WANAMAKER, PHILADELPHIA

Attention...
Sales at Work

More than 300 leading stores of all kinds have devoted window space to feature SPORTS ILLUSTRATED since the magazine's first issue in August.

On this page are just a few of the windows put in by the nation's leading department stores. Better than 1500 windows in all have appeared—something of a record for tie-ins with a new magazine.

Retailers were among SPORTS ILLUSTRATED's first and most enthusiastic supporters—dating back to the time when the magazine was only a gleam in Time Inc.'s eye.

For these people who sell your goods know that sports are a selling theme—that shoppers in a pleasurable, sports-impelled mood will spend money to prolong that mood.

And the mood seems to be infectious. Every issue of SPORTS ILLUSTRATED has shown a circulation of more than 500,000 net paid. Advertisers are reporting successful and profitable results.

There should be a place in your own sales planning for this new and vital medium in American selling. Simply write or call William W. Holman, advertising director.

SPORTS
ILLUSTRATED

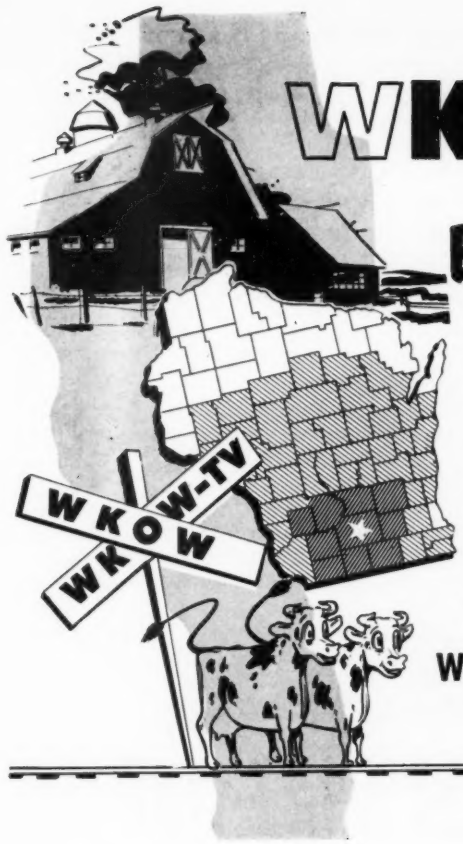
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IBM *International Business Machines, 590 Madison Ave., New York 22, N.Y.*

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WKOW Country...

Bigger than St. Louis!

The 50 county market covered by Wisconsin's most powerful radio station is bigger than St. Louis in retail sales, more than twice as big as Milwaukee. Like these metropolitan areas, wKOW COUNTRY is a group of shopping centers. Unlike them, however, the land between one rich wKOW COUNTRY shopping area and the next produces valuable farm products and an average annual family income of $6,921 for the producers. Madison, the capital of wKOW COUNTRY, with over 105,000 population has an average spendable income per household of $8,067. You can sell it all at bargain rates on WKOW at one-fifth the price you pay for St. Louis, one-half the price for Milwaukee.

WKOW WKOW-TV CBS Affiliate
MADISON, WIS.

Represented by HEADLEY REED CO.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

WISCONSIN — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Monroe	7.3	28	269	1024	26	263	992	23	251	964	20	204	787	26	226	827	22	239	932	25	261	999	24	250	1000
†Oshkosh	41.4	9	89	328	12	110	388	7	74	279	8	75	285	10	94	326	8	80	312	4	60	228	9	111	375
†Racine	76.3	3	39	166	3	39	154	3	46	175	2	34	144	7	77	259	2	36	169	3	54	202	3	47	166
Rice Lake	7.5	27	268	1022	28	271	1031	28	271	1040	28	270	1040	24	214	776	27	270	1035	20	214	828	23	249	990
†Sheboygan	43.5	8	79	305	9	87	312	8	85	307	10	97	352	3	47	167	14	120	482	11	104	371	10	117	394
Stevens Point	16.8	20	197	771	20	200	765	22	238	930	22	222	857	25	218	792	18	176	733	27	266	1014	21	231	915
†Superior	35.2	13	109	398	13	119	426	16	127	460	11	106	368	17	134	485	17	164	689	15	139	512	15	140	501
Watertown	12.8	24	238	911	22	236	912	26	261	1000	23	227	871	22	197	712	23	242	944	26	262	1003	25	253	1008
Waukesha	22.5	19	160	602	19	154	557	18	152	569	18	145	513	20	189	693	19	185	784	16	148	533	18	159	608
Wausau	31.9	14	122	437	17	140	487	10	96	346	15	123	428	9	90	304	9	81	314	6	68	260	16	141	506
Wauwatosa	35.8	12	105	388	4	54	219	19	219	868	19	160	578	28	267	1027	28	271	1036	19	201	751	14	129	460
West Allis	45.5	7	77	292	6	70	258	12	105	372	7	73	281	19	170	629	16	153	646	8	81	299	11	118	406
Wisconsin Rapids	14.4	22	216	850	21	211	813	21	228	896	21	219	849	21	196	710	26	268	1022	22	233	893	26	261	1030

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

For further information on population, Effective Buying Income and retail sales see May 10, 1954 Survey of Buying Power.

NORTHWEST: KEY MARKETING TRENDS SINCE 1939

	Colorado	Idaho	Kansas	Montana	Nebraska	North Dakota	South Dakota	Utah	Wyoming	Northwest	U. S. A.
POPULATION (000)											
1940	1,123	525	1,801	560	1,316	642	643	550	251	7,410	
1950	1,325	589	1,905	591	1,326	620	653	690	291	7,987	
1953	1,488	622	2,072	609	1,374	611	654	754	310	8,493	
% Change 1950/40	18.0	12.1	5.8	5.6	0.7	−3.5	−1.5	25.2	15.9	7.8	14.4
% Change 1953/50	12.3	5.6	8.8	3.1	3.7	−1.4	0.2	9.4	6.7	6.3	6.2
INCOME (Mil. $)											
1939	561	213	693	289	523	207	228	244	141	3,100	
1948	1,724	695	2,632	804	1,739	800	846	810	393	10,443	
1953	2,289	858	3,147	983	2,016	866	926	1,039	553	12,677	
% Change 1948/39	207.3	226.3	279.8	178.2	232.5	286.5	271.1	232.0	178.7	226.3	169.2
% Change 1953/48	32.8	23.4	19.6	22.3	15.9	8.2	9.4	28.3	40.7	21.4	30.2
RETAIL SALES (Mil. $)											
1939	409	176	474	222	397	156	189	171	100	2,274	
1948	1,257	562	1,689	603	1,318	608	622	579	309	7,567	
1953	1,686	700	2,186	713	1,646	723	687	793	423	9,539	
% Change 1948/39	207.3	230.7	256.3	171.6	232.0	289.7	268.0	238.6	209.0	232.8	210.5
% Change 1953/48	34.3	20.3	29.2	18.2	24.9	18.9	10.4	37.0	36.9	26.1	37.7

(Source: U. S. Census Bureau and Sales Management's *Survey of Buying Power*.)

NORTHWEST STATES

Heart of Nation's Farming Area

Decline in farm prices has not seriously affected the strong financial position of the rich farming regions, and these regions still offer fruitful markets for many products.

The Northwest states constitute the heart of the nation's most productive farming areas. Farm income has been lagging behind national income since 1951 when the parity ratio began to fall (from 107 to 88 in mid-1954). Yet it is not generally realized that so great was the wartime expansion of income in this region that despite recent losses the over-all gain in income from 1939 to 1953 by far exceeds the corresponding gain for the nation (296% vs. 250%).

Since the income gain was realized with a real lag in population growth (14% increase in population since 1939 as against the national gain of 21%), increases in per capita incomes have been far greater than the corresponding gains in industrial areas. Consequently, the farm market in the postwar years was sharply upgraded. This was a period in which mortgage debts were repaid at the highest rates in history and purchases of farm equipment, cars and other forms of consumer durable goods reached extremely high levels. The recent decline in farm prices has not seriously affected the strong financial position of the rich farming regions, and these regions still offer fruitful markets.

The Northwest states differ considerably among themselves with respect to population, income and retail sales growth trends: Kansas, Utah and Colorado have been particularly favored because of greater than average gains in non-farm income.

Non-Farm Employment (000)

	1939	1953	% Gain
Colorado	229	411	79.8
Idaho	84	135	61.4
Kansas	293	547	86.5
Montana	108	154	42.4
Nebraska	217	349	60.6
North Dakota	73	111	53.4
South Dakota	85	121	41.7
Utah	110	217	96.3
Wyoming	54	85	56.8
Northwest	1,253	2,130	70.0
U. S. A.	**30,311**	**49,511**	**63.3**

Those states that have had industrial expansions have been most successful in maintaining manufacturing gains in the period since 1948.



Salt Lake Intermountain Market

PLENTY OF PEOPLE

. . . 1¼ million of them! The difference between this market and any other big market is that everyone has plenty of room in which to live.

PLENTY OF BUYING POWER

. . . $1,864,132,000* of it! A real sales potential in every line of merchandising because prospects are prosperous.

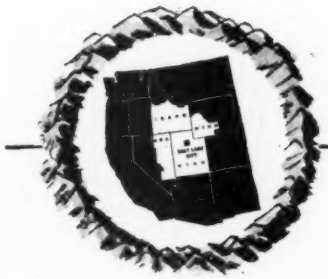
PLENTY OF OPPORTUNITY

. . . This treasure chest of the West, locked in by the Rockies and Sierras, is just waiting to be tapped.

PLENTY OF SELLING POWER

. . . With the Salt Lake Tribune and the Deseret News and Telegram. This popular media sells and sells throughout the entire area.

**Consumer spendable income–1954.*



The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by: MOLONEY, REGAN & SCHMITT, INC., Metropolitan Sunday Newspapers

Survey After Survey Proves...KMTV Is Omaha's Favorite 100,000 Watt TV Station



MAXIMUM POWER

CBS-TV ABC-TV DUMONT

Represented by
Edward Petry & Company, Inc.

PULSE—ARB and HOOPER surveys reveal that KMTV is the overwhelming favorite in the booming Omaha area. KMTV has 11 of the top 15 once-a-week programs—7 of the top ten multi-weekly shows, and the most popular locally-produced TV program. Only KMTV can offer you this *"plus" of a greater audience!*

To effectively reach this BIG MARKET of 1½-million with a buying income of over 2-billion dollars—this market of 260,000 TV sets, specify KMTV—Omaha's most-looked-at and most-listened-to station. Yes, when buying Omaha, smart advertisers all agree—the place to be is Channel 3.

TELEVISION CENTER

KMTV

MAY BROADCASTING CO.

CHANNEL 3
Omaha, Nebraska

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

NORTHWEST AREA

COLORADO

CITY	1/1/54 (Thous.)	SM POPULATION: Population			SM INCOME: Total Effective Buying Income			SM RETAIL SALES RANKINGS BY STORE GROUPS: Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Boulder	24.0	4	27	569	4	28	572	7	47	711	6	29	656	8	64	807	4	24	454	9	69	892	6	29	554
†Colorado Springs	51.0	3	11	264	3	11	271	3	11	249	3	10	270	3	18	340	2	6	178	3	20	290	2	7	145
†Denver	481.1	1	1	22	1	1	21	1	1	26	1	1	28	1	1	22	1	1	30	1	1	24	1	1	19
Englewood	23.5	5	29	577	5	32	609	5	35	572	4	18	470	7	52	672	6	40	648	5	28	389	4	13	290
Fort Collins	14.9	8	50	838	8	59	887	8	49	754	8	36	768	6	51	636	8	47	714	7	53	719	8	42	677
Grand Junction	15.7	7	49	817	7	48	776	6	36	576	7	34	761	4	30	459	7	43	663	6	34	453	5	26	513
Greeley	21.4	6	35	626	6	37	658	4	26	467	5	25	615	5	32	478	5	26	488	4	24	354	7	32	584
Longmont	9.1	9	73	1002	9	69	956	10	74	1037	9	67	1011	10	75	925	10	57	801	10	71	915	9	54	814
†Pueblo	72.0	2	8	180	2	8	201	2	9	224	2	8	222	2	6	160	3	8	192	2	9	230	3	12	277
Sterling	7.6	10	75	1021	10	75	1021	9	72	1009	10	68	1020	9	72	904	9	54	778	8	58	746	10	71	994
IDAHO																									
†Boise	38.2	1	15	365	1	17	361	1	12	264	1	17	410	1	8	173	1	12	259	1	13	254	1	15	293
Caldwell	11.5	7	66	962	7	73	975	7	62	880	7	63	983	7	55	690	7	69	950	7	42	621	7	52	793
Idaho Falls	23.3	3	30	583	3	33	611	2	21	406	3	24	591	3	29	447	3	28	516	3	27	384	4	35	612
Lewiston	13.5	6	54	879	5	49	807	5	33	529	4	43	815	2	28	439	5	37	633	4	29	393	5	37	626
Nampa	17.9	5	41	734	6	50	811	6	40	638	6	52	909	6	36	512	6	51	767	5	36	507	6	47	712
Pocatello	28.7	2	22	488	2	23	508	4	32	520	2	23	580	4	31	467	2	19	390	6	41	611	2	22	488
Twin Falls	19.3	4	39	681	4	39	667	3	24	457	5	46	850	5	35	507	4	32	582	2	23	346	3	34	607
KANSAS																									
Arkansas City	13.0	14	57	895	16	64	913	18	75	1039	17	60	965	11	56	695	12	60	857	18	72	930	15	60	903
Coffeyville	16.9	11	44	786	11	45	748	11	52	787	6	31	724	9	53	679	11	53	777	14	55	737	12	45	693
Dodge City	12.6	15	59	919	14	56	859	8	46	707	13	55	946	6	39	537	5	20	400	13	52	711	11	44	688
El Dorado	11.4	17	67	968	17	66	923	16	65	945	15	58	960	16	68	872	15	63	888	15	57	742	14	53	796
Emporia	15.9	12	48	811	13	47	761	13	59	865	12	53	911	17	71	903	14	42	886	17	66	826	8	39	638
Garden City	11.8	16	63	950	15	60	889	9	48	748	16	59	964	16	73	912	13	61	859	9	48	650	17	63	927
Great Bend	14.8	13	51	840	10	44	744	6	37	609	10	42	813	8	49	614	8	36	623	6	32	450	13	50	755
†Hutchinson	35.0	4	18	403	4	20	416	4	16	317	4	14	387	4	12	236	4	15	327	4	11	234	4	16	296
Kansas City	129.7	2	5	85	2	5	110	2	6	139	2	5	115	2	7	161	3	7	179	2	5	87	2	5	92
Lawrence	25.5	6	26	541	6	24	527	7	43	697	7	33	754	10	54	682	9	45	693	7	39	601	5	27	515
Leavenworth	21.1	7	36	633	8	38	663	14	61	874	8	40	809	15	67	239	17	70	959	11	50	699	9	40	653
Liberal	8.4	18	74	1009	18	72	974	15	64	924	18	61	966	14	65	817	7	30	555	8	43	631	16	61	917
Manhattan	20.2	8	37	655	7	34	616	10	50	759	11	47	852	13	63	799	10	48	738	10	47	666	7	39	630
Parsons	17.5	10	42	749	12	46	751	17	73	1025	14	57	954	12	59	773	16	67	933	16	62	781	18	64	928
Pittsburg	19.4	9	38	680	9	41	721	12	54	820	9	41	811	7	47	600	18	75	1040	12	51	702	10	41	656
Salina	28.6	5	23	490	5	22	483	5	19	362	5	19	542	5	15	306	6	27	507	5	19	287	6	33	600
†Topeka	95.2	3	7	133	3	7	138	3	7	169	3	7	203	3	9	193	2	5	177	3	8	194	3	8	174
†Wichita	198.3	1	3	54	1	3	53	1	3	57	1	3	68	1	4	63	1	4	63	1	3	50	1	3	55

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

MONTANA

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
†Billings	38.9	2	14	356	2	15	323	1	14	285	3	15	403	2	23	394	1	13	273	1	12	236	1	14	291
Bozeman	11.4	6	68	969	6	63	904	7	70	996	7	65	998	7	61	790	8	74	1003	8	74	955	8	75	1018
§†Butte	36.7	3	16	380	3	18	378	3	20	383	1	11	342	3	25	424	3	18	375	3	26	379	3	24	497
†Great Falls	43.5	1	12	306	1	12	276	2	15	293	2	12	343	1	13	255	2	14	281	2	22	311	4	28	524
Helena	18.6	5	40	703	5	31	604	6	51	780	5	37	796	5	57	711	6	65	911	5	56	738	6	58	867
Kalispell	10.4	8	71	983	8	71	965	5	44	699	6	49	900	4	38	532	5	59	842	6	60	750	5	51	780
Miles City	10.5	7	70	982	7	67	945	8	71	1001	8	75	1035	8	69	879	7	72	968	7	68	891	7	59	874
Missoula	23.2	4	31	586	4	29	573	4	34	543	4	27	645	6	60	774	4	52	768	4	33	451	2	18	387

NEBRASKA

Beatrice	12.2	9	61	931	9	68	947	10	67	958	9	62	981	11	62	793	10	58	830	8	61	759	6	56	837
Columbus	9.5	11	72	996	11	74	1009	11	69	991	11	69	1025	10	48	606	11	71	960	11	75	973	10	67	951
Fremont	16.0	6	47	807	6	43	741	8	42	688	6	39	806	9	46	598	9	50	760	7	54	733	8	62	921
Grand Island	27.1	3	25	511	3	25	536	4	28	491	3	21	572	4	27	438	5	35	622	4	35	486	4	30	568
Hastings	22.2	4	33	606	4	40	680	3	27	490	5	32	750	3	22	384	7	42	652	3	14	255	3	21	476
Kearney	12.8	8	58	912	8	65	917	9	55	824	10	64	994	8	41	546	4	33	597	10	64	784	9	66	940
†Lincoln	101.7	2	6	123	2	6	118	2	5	131	2	6	198	2	5	103	2	10	229	2	6	160	2	6	107
Norfolk	11.6	10	65	955	10	70	961	7	41	687	8	54	928	6	37	513	3	25	466	9	63	765	11	70	985
North Platte	16.7	5	45	774	5	42	723	5	38	626	4	28	652	7	40	541	6	39	639	6	49	684	5	46	703
†Omaha	262.9	1	2	43	1	2	44	1	2	46	1	2	50	1	3	55	1	2	41	1	2	41	1	2	44
Scottsbluff	13.5	7	55	880	7	54	827	6	39	635	7	45	820	5	34	505	8	48	708	5	37	534	7	57	862

NORTH DAKOTA

§Bismarck	22.0	4	34	610	4	35	617	4	30	499	4	50	903	2	19	354	4	44	684	3	25	365	3	23	490
†Fargo	39.8	1	13	341	1	14	304	1	13	278	1	22	574	1	11	221	1	17	344	1	10	233	1	10	238
Grand Forks	28.6	2	24	491	2	21	473	2	23	437	3	38	804	4	42	549	2	21	401	2	21	295	4	43	682
Jamestown	14.0	5	52	864	5	57	876	5	60	870	6	74	1034	6	74	920	5	55	793	5	45	646	5	72	998
Minot	24.0	3	28	570	3	27	539	3	25	462	2	35	766	3	21	380	3	38	635	4	30	419	2	20	438
Williston	12.0	6	62	938	6	58	882	6	63	889	5	71	1029	5	50	620	6	64	901	6	59	747	6	73	1004

SOUTH DAKOTA

Aberdeen	22.5	3	32	603	3	30	574	3	31	518	3	44	816	2	16	316	2	29	520	4	44	633	3	38	621
Huron	13.4	5	56	884	6	53	825	6	66	949	4	70	1026	6	58	767	6	66	912	5	70	904	5	69	984
Mitchell	12.6	6	60	920	4	51	817	4	53	806	5	72	1032	5	45	565	4	49	740	3	38	536	4	65	932
Rapid City	33.5	2	19	415	2	19	411	2	22	421	2	30	686	3	17	339	3	31	577	2	18	281	2	25	502
†Sioux Falls	58.2	1	10	218	1	9	214	1	10	248	1	13	345	1	10	202	1	11	246	1	7	192	1	11	244
Watertown	13.6	4	53	874	5	52	818	5	56	833	6	73	1033	4	43	555	5	56	794	6	73	933	6	74	1014

UTAH

Logan	17.3	4	43	759	4	55	846	4	45	703	4	66	999	4	33	481	4	34	612	4	48	669	4	49	726
†Ogden	61.4	2	9	208	2	10	249	2	8	216	2	9	242	2	14	289	2	9	219	2	17	267	2	9	211
Provo	31.8	3	20	441	3	26	538	3	29	495	3	26	631	3	24	420	3	23	446	3	31	423	3	31	571
†Salt Lake City	193.0	1	4	55	1	4	58	1	4	62	1	4	70	1	2	48	1	3	44	1	4	67	1	4	57

WYOMING

Casper	29.3	2	21	480	2	16	344	2	18	348	2	20	544	1	20	377	1	16	343	2	16	264	2	19	434
Cheyenne	35.7	1	17	390	1	13	303	1	17	338	1	16	407	2	26	432	2	22	404	1	15	258	1	17	381
Laramie	16.5	3	46	783	3	36	625	5	68	974	4	51	906	5	70	884	4	68	934	4	65	812	5	68	965
Rock Springs	11.3	5	69	970	5	62	899	4	58	850	5	56	952	3	44	559	5	73	984	3	40	609	4	55	819
Sheridan	11.8	4	64	951	4	61	894	3	57	841	3	48	891	4	66	825	3	41	651	5	67	846	3	48	714

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must. They not only show the net worth of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the data and the advertisements.

FAR WEST: KEY MARKETING TRENDS SINCE 1939

	California	Nevada	Oregon	Washington	Far West	U. S. A.
POPULATION (000)						
1940	6,907	110	1,090	1,736	9,844	
1950	10,586	160	1,521	2,379	14,647	
1953	12,142	197	1,674	2,544	16,558	
% Change 1950/40	53.3	45.2	39.6	37.0	48.8	14.4
% Change 1953/50	14.7	23.2	10.0	6.9	13.0	6.2
INCOME (Mil. $)						
1939	5,022	83	588	1,013	6,705	
1948	15,426	239	1,964	3,222	20,851	
1953	22,505	388	2,728	4,437	30,058	
% Change 1948/39	207.2	188.0	234.0	218.1	211.0	169.2
% Change 1953/48	45.9	62.3	38.9	37.7	44.2	30.2
RETAIL SALES (Mil. $)						
1939	3,188	62	442	669	4,361	
1948	11,020	201	1,597	2,221	15,039	
1953	15,172	244	2,028	2,833	20,277	
% Change 1948/39	245.7	224.1	261.3	232.0	244.9	210.5
% Change 1953/48	37.7	21.4	27.0	27.5	34.8	31.8

(Source: U. S. Census Bureau and SALES MANAGEMENT's *Survey of Buying Power*.)

FAR WEST STATES

People Continue to Pour in

The Far West states continue to be the most rapidly growing region in the nation, with an undiminished flow of migrants from all other regions. With a population gain more than twice as great as that of the rest of the nation, the whole economic structure of the Far West has expanded and continues to expand enormously both to serve the needs and to tap the labor and capital resources of the constant flow of newcomers to its labor force.

The Far West, in addition, is so heavily favored in natural resources, and its rapidly expanding industry has so high a productivity (by virtue of its relative youth), that per capita income and per capita sales levels here are the highest in the nation.

The Far West is still the Golden West embodied in the American dream. Los Angeles, for instance, has become the prototype of the large well-to-do suburban type of market which differs radically from the market structure of the older, congested urban areas of the East. Here the emphasis is on single family homes rather than multi-dwelling units. Here the automobile is a far more crucial factor in daily living than elsewhere in the nation because of the dispersal of residential and industrial areas over wide areas.

Consequently, the Far West has pioneered in the development of super markets, drive-ins, ranch type homes and many new merchandising devices geared to high income, suburban living levels.

Industrial expansion has played a key role in Far West development, at first to serve its own rapidly growing markets. But in recent years, its industrial technology has proved to be sufficiently advanced in some lines to offset the high freight costs involved in serving the national market. Thus the basis of a completely integrated modern steel industry has been established in the past decade in Fontana, Cal., and Geneva, Utah, while the apparel, electronics and aircraft industries of Los Angeles have also assumed primary importance in the national market. Los Angeles in fact, over the past five years, has accounted for the largest single industrial boom of any metropolitan area in the nation:

Non-Farm Employment (000)

	1939	1953	% Gain
California	1,812	3,895	115.0
Nevada	35	72	106.3
Oregon	257	468	81.7
Washington	424	738	74.1
Far West	2,528	5,173	104.6
U. S. A.	**30,311**	**49,511**	**63.3**

While all four states have shared in the enormous population growth, California has of course outstripped Nevada, Oregon and Washington. The last-mentioned state has in recent years begun to taper off with respect to population gain, although its income gains have been well maintained.



Southern California is America's fastest-growing mass market. Even a lot of smart space buyers can't visualize its sensational growth and sales potentials !

In 1940 it was large and much sought after. Between 1940 and 1950 its population increase was equal to the corporate cities of Buffalo and Cincinnati COMBINED !

From 1950 to 1954 *another* veritable "gold rush" moved into Southern California . . . more people than the entire City of Cleveland !

Between 1954 and 1960—based on today's trend—the combined populations of the corporate cities of Washington, D. C., and Boston will move in !

The Los Angeles Examiner is a BASIC BUY in Southern California—provably so—because its great, home-delivered circulation (7 out of 10 papers !) parallels the population of this amazing country and its rapidly-increasing sales opportunities !

LOS ANGELES EXAMINER

Represented nationally by Hearst Advertising Service.

OFFICES IN LOS ANGELES, SAN FRANCISCO, SEATTLE, ALBANY, BALTIMORE, BOSTON, CHICAGO, DETROIT, MILWAUKEE, NEW YORK, PITTSBURGH, PHILADELPHIA, MIAMI BEACH, DALLAS, SAN ANTONIO

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

FARWEST AREA

CALIFORNIA

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																	
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Alameda	72.2	17	21	179	16	20	160	39	53	425	21	25	237	69	103	885	39	53	430	40	54	397	24	30	222
Alhambra	55.3	20	24	231	22	26	209	22	28	214	22	26	238	27	38	342	17	21	138	18	22	129	22	27	198
Anaheim	22.4	50	66	604	56	74	599	60	83	684	69	91	731	54	79	702	56	78	620	51	71	513	59	80	665
Arcadia	33.1	32	45	419	27	33	260	64	89	728	49	62	517	86	123	1024	80	116	958	87	124	1038	56	76	641
†Bakersfield	39.8	27	35	342	25	30	243	13	17	126	18	22	208	11	15	115	13	17	105	13	17	109	20	25	191
Bell	17.0	62	82	764	63	82	646	84	118	943	46	59	503	74	110	946	58	80	636	82	118	995	86	123	1033
Berkeley*	116.2	7	11	97	10	14	95	16	20	151	12	16	92	22	30	241	22	27	187	24	31	193	14	19	111
Beverly Hills	30.1	37	50	466	18	22	191	14	18	129	28	34	294	33	48	378	10	12	79	16	20	116	12	16	100
Burbank	89.7	13	17	138	13	17	123	18	22	187	16	20	149	34	50	404	25	31	235	14	18	111	15	20	150
Burlingame	21.7	51	67	622	38	50	401	38	52	414	30	37	302	57	84	741	37	50	396	26	35	227	45	63	519
Chico	13.1	72	97	891	76	103	841	48	65	527	57	75	596	48	69	566	66	90	743	42	60	434	49	68	563
Chula Vista	26.1	43	56	531	41	54	448	86	123	1028	60	80	636	80	116	993	67	91	751	84	120	1019	74	103	887
Compton	61.5	18	22	207	20	24	197	26	33	228	26	31	268	17	24	199	36	49	388	23	30	187	27	38	281
Culver City	30.2	36	49	464	36	47	394	61	84	690	61	82	643	83	119	1012	79	113	936	66	98	749	40	57	481
Daly City	18.0	60	80	727	55	71	587	85	120	979	75	101	818	81	117	1000	86	123	1037	47	67	503	79	108	933
El Centro	14.2	70	93	854	69	93	793	58	81	648	85	119	951	59	87	771	83	120	1005	54	74	546	54	73	619
El Monte	9.6	81	112	995	79	109	927	67	92	757	87	124	1016	65	96	832	44	60	490	49	69	508	34	46	360
Escondido	8.4	82	116	1010	83	117	997	78	110	846	82	113	935	73	108	936	82	119	982	61	88	671	87	124	1038
Eureka	25.5	44	58	542	43	57	472	31	41	328	35	45	374	25	35	325	29	37	291	28	38	244	51	70	589
†Fresno	105.5	11	15	116	11	15	115	8	11	72	11	15	90	10	14	104	8	10	72	9	13	75	8	10	68
Fullerton	23.0	49	64	588	50	66	545	69	94	771	72	97	779	71	105	895	53	75	603	48	68	505	70	99	838
Gardena	19.2	56	74	684	57	73	598	87	124	1034	86	123	1015	84	120	1016	85	122	1009	80	116	960	84	116	967
Glendale	112.7	9	13	102	7	10	67	10	14	88	8	11	82	9	13	97	12	15	97	8	11	61	10	13	82
Hanford	10.7	79	109	978	81	112	963	57	80	633	81	110	915	67	99	851	34	46	365	66	96	726	63	89	730
Hayward	26.3	42	55	527	45	59	479	43	59	461	43	56	456	26	37	341	35	47	369	46	66	484	43	61	504
Huntington Park	29.7	39	52	475	39	51	429	23	30	220	33	41	321	18	25	208	19	23	147	17	21	117	19	24	176
Inglewood	51.5	24	28	261	21	25	199	21	25	203	17	21	200	13	17	133	18	22	139	27	36	232	17	22	162
Laguna Beach	8.2	84	118	1014	82	113	964	83	117	934	78	106	882	79	115	980	76	105	881	77	111	890	82	87	721
Lodi	15.0	67	90	835	75	102	840	71	96	778	74	100	808	61	89	777	71	97	799	65	94	708	64	91	767
Long Beach	314.6	5	7	39	5	7	34	5	7	41	5	7	39	4	6	39	5	7	29	5	7	38	5	6	38
†Los Angeles	2104.9	1	1	4	1	1	3	1	1	3	1	1	3	1	1	4	1	1	3	1	1	4	1	1	4
Lynwood	30.6	35	48	459	37	48	395	79	112	878	47	60	506	82	118	1001	54	76	614	85	121	1024	69	98	824
Madera	13.0	73	98	896	80	110	935	72	97	779	73	99	807	72	107	910	75	104	874	69	99	752	75	104	902
Marysville	8.3	83	117	1011	85	121	1019	42	58	455	67	88	703	43	64	538	55	77	619	38	51	377	57	77	643
Merced	18.3	59	78	715	65	86	685	36	50	393	54	69	550	42	63	535	33	44	341	41	55	413	52	71	594
Manteca	23.5	48	63	578	51	67	550	20	24	197	29	36	300	19	26	209	28	36	283	20	26	172	26	34	263
Monrovia	24.4	45	60	563	49	65	537	59	82	650	48	61	509	58	85	745	50	71	571	57	80	573	78	107	922
Monterey	20.0	54	70	662	53	69	569	49	69	539	59	78	609	53	75	655	49	68	559	37	50	366	67	96	817
Napa	15.9	65	86	812	68	92	786	52	75	568	56	74	595	41	62	525	64	87	717	50	70	509	55	75	636
National City	30.1	38	51	467	40	53	446	76	104	818	50	63	518	77	113	963	60	83	681	75	109	874	68	97	818
Newport Beach	17.5	61	81	750	48	64	529	74	100	804	77	104	875	87	124	1043	78	107	883	62	89	676	48	68	560
†Oakland*	408.9	4	5	30	4	6	27	3	5	27	3	4	24	3	5	29	3	3	15	4	6	30	4	5	30
Oceanside	20.1	53	69	659	59	77	618	81	115	922	71	94	765	75	111	951	73	101	826	72	106	862	80	109	936

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

*Total retail sales; Oakland $685,996 th., Berkeley $129,930 th.;
Food Sales, Oakland $147,520 th., Berkeley $41,878 th.

Not a REview . . . but a PREview

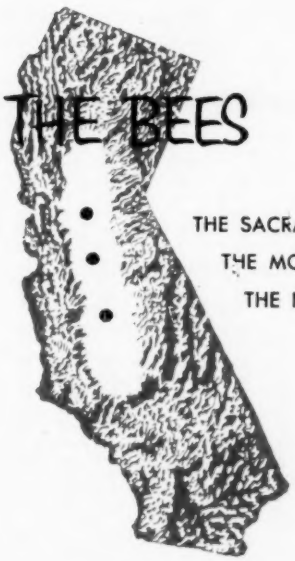
of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period.

"High-Spot Cities" alerts you to changes in the making . . . each month.

SOMETHING MISSING...



LIKE CALIFORNIA WITHOUT THE BILLION DOLLAR VALLEY OF THE BEES



THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

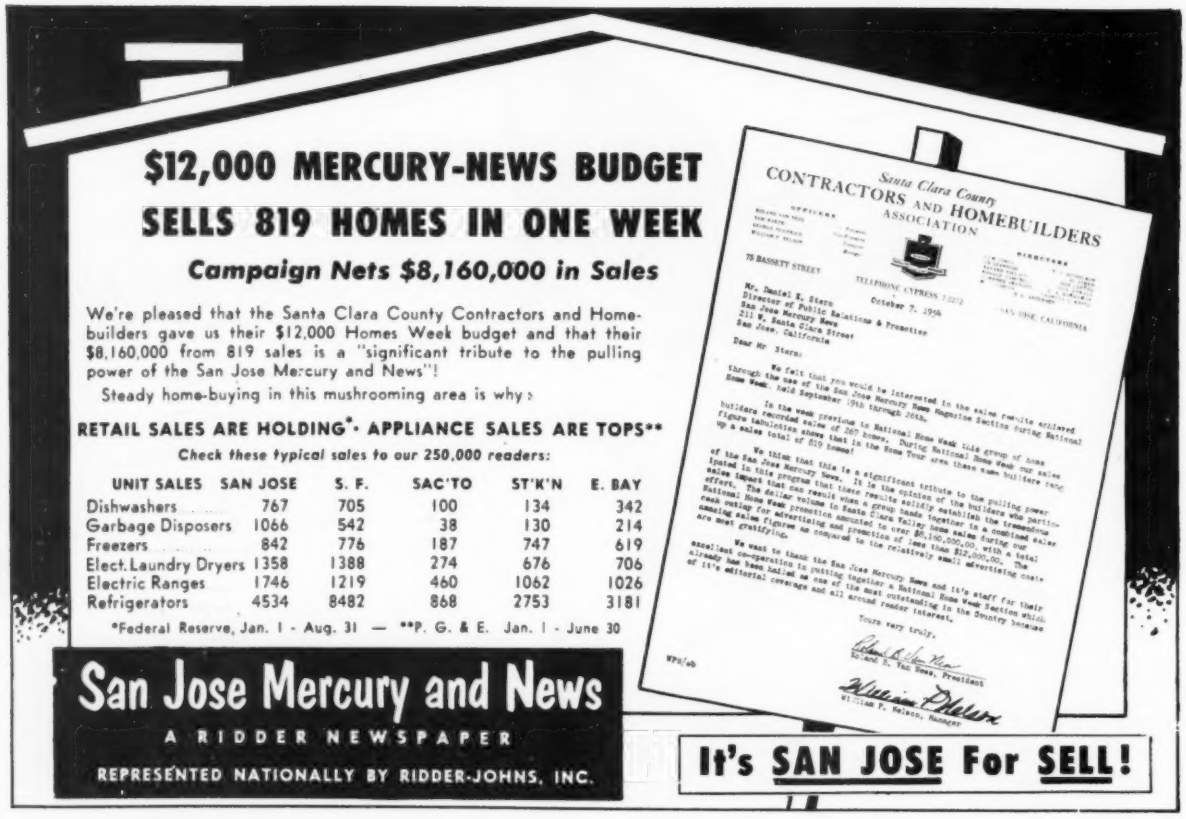
Bigger in area than Missouri, California's inland Valley is an independent, self-contained market, isolated from distant Coast cities by mountains.

With over $3½ billion in buying power (more than San Francisco and Oakland combined), two million Valley people spend nearly $2½ billion annually at retail. You're not selling California unless you're selling the Valley. And you can reach it in depth only with its strong *local* newspapers, the three

Mc CLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

* *Sales Management's 1953 Copyrighted Survey*



SALES RANKINGS, STATE, AREA, NATION — (Cont.)

CALIFORNIA — (Continued)

CITY	SM POPULATION 1/1/54 (Thous.)	Population State	Population Area	Population Nation	SM INCOME Total Effective Buying Income State	Income Area	Income Nation	SM RETAIL SALES RANKINGS BY STORE GROUPS: Total Retail State	Total Retail Area	Total Retail Nation	Food State	Food Area	Food Nation	General Merchandise State	General Merchandise Area	General Merchandise Nation	Furniture Household Radio State	Furniture Household Radio Area	Furniture Household Radio Nation	Automotive State	Automotive Area	Automotive Nation	Drug State	Drug Area	Drug Nation
§†Ontario	28.6	40	53	492	48	62	520	51	72	555	44	57	487	63	93	795	42	57	453	43	61	437	46	64	542
Oroville	5.8	87	123	1034	87	124	1036	80	114	890	66	87	682	52	74	646	77	106	882	71	104	818	72	101	873
Oxnard	28.3	41	54	496	47	63	525	53	76	573	52	66	526	64	94	805	59	82	674	67	97	731	65	92	778
Palo Alto	35.7	31	42	391	28	34	268	29	39	322	41	54	441	24	34	320	32	43	340	33	44	289	31	42	327
Pasadena	113.2	8	12	101	9	13	89	7	9	84	7	9	75	8	8	47	7	9	61	7	10	60	7	9	64
Petaluma	12.2	76	104	832	73	100	831	44	60	486	76	103	867	66	97	841	69	95	773	86	123	1031	73	102	880
Pittsburg	15.0	68	91	836	62	81	636	63	88	717	58	76	604	47	68	562	51	73	589	83	119	1011	53	72	606
Pomona	45.1	26	32	295	30	37	297	28	38	286	31	38	305	35	52	433	24	30	230	32	43	238	29	40	311
Porterville	7.1	85	120	1025	86	122	1026	62	87	716	80	109	905	51	73	638	52	74	593	59	85	617	66	95	799
Redding	11.3	78	108	971	78	105	870	47	64	512	53	68	543	45	66	556	65	89	734	35	48	349	50	69	564
Redlands	20.4	52	68	660	66	88	738	68	93	781	62	83	648	55	82	725	48	67	557	13	107	870	58	78	644
Redondo Beach	36.8	29	39	378	33	43	348	75	101	808	38	50	417	76	112	961	63	86	712	76	110	882	82	112	941
Redwood City	36.1	30	40	383	32	40	329	40	56	436	34	43	347	40	61	523	38	52	409	55	77	551	47	65	545
Richmond	110.0	10	14	109	8	12	82	17	21	179	10	14	88	23	31	276	20	24	148	21	27	174	23	28	201
†Riverside	57.8	19	23	219	24	29	237	24	31	222	25	30	266	21	29	238	21	26	185	22	28	181	25	31	225
†Sacramento	154.5	6	9	70	6	8	54	6	8	59	6	8	61	8	11	67	6	8	40	6	8	53	6	8	53
Salinas	18.9	57	75	691	44	58	475	30	40	323	36	48	395	30	43	361	46	63	508	30	41	262	36	49	397
†San Bernardino	76.6	15	19	164	19	23	192	15	19	132	15	19	143	12	16	121	16	20	124	15	19	115	13	18	110
San Bruno	15.4	66	88	824	60	78	619	82	116	933	55	70	554	36	53	438	87	124	1041	81	117	985	85	121	1015
†San Diego	467.1	3	4	24	3	4	24	4	6	32	4	6	33	5	7	43	4	4	23	3	5	26	3	4	29
San Fernando	14.6	69	92	845	71	96	800	54	77	575	63	84	664	56	83	735	61	84	699	45	65	475	33	44	348
†San Francisco	803.7	2	2	11	2	2	6	2	2	11	2	2	11	2	2	18	2	2	6	2	2	11	2	2	12
San Gabriel	24.1	47	62	568	42	55	459	73	98	783	37	49	405	85	121	1018	84	121	1006	70	100	762	76	105	910
†San Jose	104.5	12	16	117	12	16	121	9	12	81	9	13	85	7	10	66	9	11	77	10	14	86	9	12	75
San Leandro	33.0	33	46	421	35	46	372	48	63	505	24	29	265	60	88	772	70	96	792	52	72	538	39	56	473
San Mateo	53.8	22	26	242	14	18	150	33	44	363	32	39	314	20	28	234	30	38	293	74	108	873	37	51	427

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 14 for multiple city rankings.



SAN DIEGO IS BIGGER

FOOD MANUFACTURING

Des Moines, Iowa . . . $29,000,000
Providence, R. I. . . . 26,000,000
Salt Lake City, Utah . . 21,000,000
Topeka, Kansas . . . 23,000,000
Miami, Florida 22,000,000
Spokane, Wash. . . . 22,000,000

SAN DIEGO, CALIFORNIA $31,000,000

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SAN DIEGO
CALIFORNIA

San Diego Union
and
EVENING TRIBUNE

These two great newspapers are delivered daily to over 90% of San Diego homes . . . providing your advertising message with intensive, SATURATION coverage of this bigger, billion-dollar market.

REPRESENTED NATIONALLY BY THE WEST-HOLLIDAY CO., INC.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

CALIFORNIA — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
San Rafael	16.2	64	85	798	52	68	567	41	57	452	51	64	519	28	39	344	57	79	629	39	53	396	42	60	500
Santa Ana	54.5	21	25	239	26	31	246	19	23	190	19	23	229	16	21	176	15	19	118	19	25	158	18	23	165
†Santa Barbara	47.5	25	29	280	29	35	278	25	32	223	20	24	235	46	67	557	23	29	213	31	42	263	21	26	193
Santa Cruz	24.4	46	61	564	54	70	576	45	61	487	40	53	421	39	59	511	41	55	442	60	86	643	44	62	509
Santa Maria	12.0	77	105	939	72	97	808	65	90	739	83	117	948	70	104	888	62	85	705	64	92	697	81	111	939
Santa Monica	77.8	14	18	160	15	19	157	12	16	122	13	17	128	14	18	141	14	18	112	12	16	104	11	14	85
Santa Rosa	19.6	55	73	675	64	83	652	32	42	336	45	58	491	29	41	352	27	33	243	44	62	440	28	39	298
San Luis Obispo	16.4	63	84	785	61	80	634	56	79	617	64	85	665	49	70	613	47	66	524	58	81	581	77	106	913
South Gate	51.9	23	27	256	23	28	236	37	51	410	23	27	251	78	114	966	45	62	503	36	49	358	30	41	319
†Stockton	75.7	16	20	169	17	21	164	11	15	102	14	18	132	15	19	157	11	13	88	11	15	102	16	21	155
Tulare	14.0	71	94	865	77	104	845	55	78	607	79	107	888	44	65	552	68	93	753	63	90	690	61	83	698
Turlock	7.0	86	121	1026	84	118	998	77	105	821	84	118	949	68	102	876	74	103	848	78	112	894	83	113	945

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

NOW
5000
WATTS

KERG

NOW
5000
WATTS

THE VOICE OF CBS FOR THE EUGENE-SPRINGFIELD
TWIN CITY AREA AND ALL OF WEST-CENTRAL OREGON
. . . OREGON'S LARGEST MARKET OUTSIDE OF PORTLAND

5000 WATTS —— CBS —— 1280 KC

REPRESENTED NATIONALLY BY WEED AND CO.

SALES RANKINGS, STATE, AREA, NATION — (Cont.)

CALIFORNIA — (Continued)

CITY	SM POPULATION				SM INCOME			SM RETAIL SALES RANKINGS BY STORE GROUPS																				
	1/1/54 (Thous.)	Population			Total Effective Buying Income			Total Retail			Food			General Merchandise			Furniture Household Radio			Automotive			Drug		
		State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation	State	Area	Nation
Vallejo	39.1	28	36	352	34	44	354	27	37	282	27	33	287	32	46	371	26	32	236	25	33	212	38	55	444
Ventura	18.9	58	76	692	56	72	590	34	46	369	42	55	444	31	44	362	43	59	481	34	46	297	32	43	333
Visalia	12.9	74	99	905	70	94	796	50	70	547	65	86	666	38	58	508	40	54	433	53	73	544	60	81	671
Watsonville	12.4	75	103	923	67	91	770	66	91	746	70	93	752	50	71	622	72	99	822	79	113	919	71	100	855
Whittier	32.0	34	47	436	31	39	319	35	48	377	39	52	420	37	54	458	31	39	318	29	40	253	35	47	361
Woodland	10.4	80	110	984	74	101	835	70	95	772	68	90	730	62	91	783	81	117	966	56	79	567	41	58	485
NEVADA																												
†Las Vegas	38.5	1	37	360	1	27	217	2	36	281	1	40	318	2	33	294	2	42	332	1	32	206	2	33	256
†Reno	37.3	2	38	375	2	32	250	1	34	245	2	47	392	1	32	283	1	34	248	2	37	240	1	17	101
OREGON																												
Albany	12.9	9	100	906	10	107	905	6	66	530	6	79	634	7	80	515	8	81	656	8	76	550	10	93	782
Astoria	14.0	7	85	866	7	90	763	10	99	798	9	102	833	12	85	828	11	100	825	12	93	700	14	118	974
Bend	12.0	10	106	940	9	106	883	15	121	981	11	112	920	14	100	866	10	94	772	15	103	798	11	110	938
§Coos Bay	7.0	15	122	1027	13	115	989	11	102	809	13	115	938	9	80	714	9	92	752	10	84	613	12	114	952
Corvallis	18.1	5	79	724	5	85	672	12	107	829	14	116	941	8	78	691	12	102	831	11	87	664	15	120	997
§†Eugene	39.9	3	34	339	2	36	282	2	26	211	3	42	323	2	20	162	2	25	181	3	29	184	3	35	274
Grants Pass	8.8	12	113	1005	14	116	995	8	85	695	8	98	797	10	81	716	13	108	894	14	101	768	8	86	719
Klamath Falls	15.9	6	87	813	6	87	700	5	54	431	5	72	569	5	45	367	6	65	519	5	45	294	4	54	437
Medford	19.8	4	72	668	4	76	614	4	45	365	4	67	528	4	42	358	4	40	319	4	39	246	5	59	486
Oregon City	8.2	14	119	1015	15	119	1008	13	111	871	10	108	896	13	98	846	7	70	568	9	83	602	7	84	708
Pendleton	13.2	8	96	888	8	98	815	9	86	708	12	114	936	11	92	786	14	110	898	7	75	547	9	90	733
†Portland	402.3	1	6	31	1	5	26	1	4	24	1	5	26	1	4	20	1	6	28	1	3	18	1	7	38
Roseburg	9.9	11	111	990	11	111	955	7	73	563	7	95	771	6	56	483	5	64	512	6	56	417	6	79	649
†Salem	47.5	2	30	281	3	38	299	3	27	213	2	32	279	3	23	195	3	28	201	2	23	134	2	32	252
The Dalles	8.6	13	114	1007	12	114	978	14	119	969	15	120	985	15	101	871	15	112	919	13	95	709	13	115	955
WASHINGTON																												
Aberdeen	20.0	12	71	863	12	75	606	11	67	531	16	96	775	13	72	637	8	51	402	7	52	383	16	88	726
†Bellingham	35.9	6	41	387	8	52	445	6	43	361	8	51	419	10	51	426	6	45	351	8	57	424	11	53	435
Bremerton	34.6	9	44	404	6	45	365	7	47	373	6	44	357	7	40	350	9	56	443	9	58	426	8	37	280
Ellensburg	8.5	16	115	1008	19	120	1013	20	122	999	19	121	995	19	109	941	17	111	914	19	115	922	20	122	1016
†Everett	35.2	7	43	399	7	49	400	5	35	268	4	28	264	5	27	222	5	41	329	5	34	220	7	45	350
§Kennewick	12.6	17	102	921	18	108	907	15	103	811	18	111	916	17	90	781	13	72	573	13	78	557	14	82	681
Longview	23.0	11	65	589	11	61	517	14	74	565	15	92	739	8	47	375	15	98	819	11	63	459	12	67	562
Mount Vernon	5.5	20	124	1039	20	123	1029	16	106	826	20	122	1012	12	57	496	18	114	948	18	114	920	19	119	989
Olympia	16.8	14	83	772	14	84	662	12	66	538	11	73	587	14	76	660	11	61	500	14	82	586	15	85	717
§Pasco	12.7	16	101	917	16	95	798	18	109	845	17	105	878	20	122	1023	12	69	567	15	91	692	17	94	783
Port Angeles	12.0	18	107	941	17	99	821	17	108	839	14	89	720	15	77	683	16	108	884	16	102	783	18	117	970
Renton	18.5	13	77	706	13	79	630	19	113	883	12	77	606	18	106	896	19	115	956	17	105	853	13	74	629
§Richland	25.5	10	59	543	9	56	466	13	71	548	9	65	523	16	86	756	20	118	978	20	122	1028	5	36	275
†Seattle	545.1	1	3	19	1	3	15	1	3	20	1	3	20	1	3	19	1	5	25	1	4	19	1	3	25
†Spokane	175.2	2	6	61	2	9	59	2	10	69	2	10	79	2	9	58	3	16	99	2	9	59	2	11	71
†Tacoma	150.3	3	10	72	3	11	71	3	13	82	3	12	84	3	12	91	2	14	91	3	12	84	3	15	93
Vancouver	45.3	4	31	293	4	41	331	8	49	382	7	46	381	11	55	474	7	48	373	6	47	344	10	52	429
Walla Walla	25.8	9	57	536	10	60	499	9	56	433	10	71	556	9	49	389	10	58	459	10	59	433	9	50	423
Wenatchee	15.4	15	89	825	15	89	749	10	62	489	13	81	637	6	36	332	14	88	732	12	64	465	8	48	392
†Yakima	41.5	5	33	325	5	42	340	4	29	217	5	35	298	4	22	190	4	35	265	4	24	154	4	29	207

† See pages 235-237, May 10, 1954, *Survey of Buying Power* for metropolitan area; for dollar sales figures see other *Survey* pages.

§ See page 114 for multiple city rankings.

the Oregonian...



REACHES MORE WOMEN!

WITH CIRCULATION LEADERSHIP

Oregonian Daily Lead Over 2nd Paper	**8,508**	City Carrier Lead
	4,354	ABC City Zone Lead
	4,715	Retail Trading Zone Lead
	40,726	Total Circulation Lead

Sources: ABC Publishers' statements for 6 mos. ending March 31, 1954; Media Records total advertising, less AW, TW and Comics, 1953.

WITH ADVERTISING LEADERSHIP

Oregonian Leadership Over 2nd Paper Year: 1953	**1,148,624 lines**	Retail Advertising Lead
	796,467 lines	General Advertising Lead
	3,264,751 lines	Classified Advertising Lead
	5,431,792 lines	Total Advertising Lead

The Picture Is Bright in the Oregon Market

with 16% more families than 1950. Now... total population, 1,909,200.

the Oregonian

Portland, Oregon

Largest Circulation in the Pacific Northwest

229,132 Daily
292,332 Sunday

Represented Nationally by Maloney, Regan & Schmitt, Inc.

RANKINGS OF MULTIPLE CITIES

	SM POPULATION			SM INCOME		SM RETAIL SALES RANKINGS BY STORE GROUPS											
	1/1/54 (Thous.)	Population		Total Income		Total Retail		Food		General		Furniture-Household-Radio		Automotive		Drug	
		State	Nation	State	Nation	State	Nation	State	Nation	State	Nation	State	Nation	State	Nation	State	Nation
ALABAMA																	
Florence-Sheffield-Tuscumbia-Muscle Shoals	52.6	5 B	250	5 A	326	5 A	326	5 A	350	6 A	405	6	370	5	242	5	305
Tuscaloosa-Northport	55.1	5 A	233	5 B	382	5 B	367	5 B	381	6 B	436	5	256	9	472	4	271
ARKANSAS																	
Helena-West Helena	18.0	8	725	11	879	11	959	10	953	10	818	10	763	13	852	10	796
Little Rock-North Little Rock	158.6	1	68	1	72	1	83	1	101	1	66	1	107	1	63	1	73
Texarkana)Tex.)Texarkana (Ark.) (See Listing under TEXAS page 115.)																	
CALIFORNIA																	
Ontario-Upland	39.1	28	352	39	413	41	437	34	324	55	719	37	396	39	384	37	417
CONNECTICUT																	
Meriden-Wallingford	62.0	7	201	10	187	7	241	7	193	8	388	7	258	8	297	8	305
ILLINOIS																	
Carbondale-Herrin-Murphysboro	29.5	25	477	38	582	25	447	26	488	41	776	20 B	381	25	426	29	599
Champaign-Urbana	67.8	9	191	9	183	10	206	12	248	9	183	14	273	13	211	6	148
La Salle-Peru-Oglesby	25.0	28	552	33	538	27	554	27	503	40	734	20 A	376	39	740	34	675
Moline-East Moline-Rock Island	104.5	4	117	6	109	5	122	4	115	8	133	6	190	6	101	5	113 A
INDIANA																	
Hammond-East Chicago	149.5	2 B	73	2 B	66	3	83	2 B	75	5	91	5	103	4	82	6	113 B
Lafayette-West Lafayette	48.3	11	275	8	218	9	257	11	278	10	255	12	302	12	345	8	198
South Bend-Mishawaka	156.1	2 A	69	2 A	60	2	64	2 A	68	3	86	2	69	2	59	2	69
LOUISIANA																	
Monroe-West Monroe	56.9	4	222	5	315	4	211	4	341	5	220	4	169	4	125	4	229
MAINE																	
Lewiston-Auburn	66.2	2	192	2	230	2	238	2	192	3	251	2	266	3	266	2	365
MASSACHUSETTS																	
Marlborough-Hudson	24.7	37	555	39	585	33	699	32	518	29	867	28	661	42	949	43	824
MICHIGAN																	
Benton Harbor-St. Joseph	30.7	21	459	23	495	17	282	16	272	17	276	17	317	21	386	14	162
Iron Mountain-Kingsford	14.0	37	859	39	961	36	949	38	830	29	668	33	885	37	1008	38	1006
MINNESOTA																	
Mankato-North Mankato	24.8	8	554	7	586	5	420	9	672	5	322	4	347	4	328	5	601
MISSISSIPPI																	
Biloxi-Gulfport	89.6	2	139	2	199	2	312	2	296	4	388	2	278	4	340	2	297
MONTANA																	
Butte-Anaconda	49.1	1	275	2	282	3	316	1	267	2	385	3	342	2	301	3	437
NEW JERSEY																	
Easton (Pa.)-Phillipsburg (N.J.) (See Listing under PENNSYLVANIA page 115.)																	
Passaic-Clifton	127.7	6	89	3	71	6	101	6	84	9	235	5	71	9	182	8	200
NEW YORK																	
Dunkirk-Fredonia	25.5	31	540	34	594	34	556	34	459	42 B	650	35	563	33	684	45	768
Gloversville-Johnstown	35.3	24	396	25	459	27	418	25	351	35	507	25	342	24 B	506	35	595
Herkimer-Ilion	18.4	43	707	51	789	47	748	41	575	42 A	609	33	546	45	675	53	920
Newburgh-Beacon	46.6	18	285	18	301	19	229	16	146	20 A	290	19	259	18	294	19	326
North Tonawanda-Tonawanda	42.2	21	320	19	343	25	377	23	318	20 B	307	46	801	24 A	486	22	464
NORTH DAKOTA																	
Bismarck-Mandan	30.6	2	459	3	527	2	370	2	671	2	311	3	427	2	264	2	387
OHIO																	
Martins Ferry-Bellaire	25.6	35	539	38 B	640	44	748	37	501	50	778	45	745	49	807	44	791
Ravenna-Kent	22.9	38	590	38 A	588	35	516	28	409	54	856	42	710	35	550	28	471

"A" and "B" indicate multiple cities both of which rank between two cities in a particular category. "A" represents the higher rank.

RANKINGS OF MULTIPLE CITIES—(Cont.)

	SM POPULATION			SM INCOME		SM RETAIL SALES RANKINGS BY STORE GROUPS											
	1/1/54 (Thous.)	Population		Total Income		Total Retail		Food		General		Furniture-Household-Radio		Automotive		Drug	
		State	Nation	State	Nation	State	Nation	State	Nation	State	Nation	State	Nation	State	Nation	State	Nation
OKLAHOMA																	
Seminole-Wewoka-Holdenville	25.7	8	537	10	692	6	536	7	633	13	685	4	449	4	334	7	415
OREGON																	
Coos Bay-North Bend	14.0	7	859	6	726	8	610	7	792	8	625	7	546	9	582	11	835
Eugene-Springfield	51.9	2	255	2	224	2	193	2	275	3	162	2	174	2	179	2	248
PENNSYLVANIA																	
Aliquippa-Rochester-Beaver	40.0	20 A	339	23	360	24	339	20 A	264	25 A	318	34 B	427	25	388	22	334
Beaver Falls-New Brighton	26.9	27	514	29	541	28	406	21	322	27	350	29	347	23 A	345	30 B	483
Easton (Pa.)-Phillipsburg (N. J.)	54.5	16	239	17	258	15	211	10	160	15	239	15	174	18 B	318	18	311
Homestead-West Homestead-Munhall	28.6	26	489	27	499	30	467	27	385	57	874	34 A	415	23 B	352	30 A	476
Huntingdon-Mount Union	11.8	60	949	63	971	67	1003	66	912	67	989	53	659	55 B	910	70	1036
New Kensington-Arnold	37.5	20 B	371	24	410	21	322	20 B	286	25 B	315	11	132	18 A	317	25	374
State College-Bellefonte	23.6	30	574	34	640	47	701	47	670	53	793	57	681	55 A	894	33	563
Stroudsburg-East Stroudsburg	13.9	56	867	54	848	48	728	53	711	31	456	67	995	46	796	54	862
TENNESSEE																	
Bristol (Tenn.)-Bristol (Va.)	34.6	5	404	6	506	5	348	6	448	5	233	5	271	8	449	6	358
TEXAS																	
Brownsville-Harlingen-McAllen	95.5	12	133	13	194	13	156	12	203	11	146	13	185	12	121	12	164
Texarkana (Tex.)-Texarkana (Ark.)	45.1	18	294	23	441	18	299	16	327	41	734	19	353	19	304	18	308
VIRGINIA																	
Bluefield (Va.)-Bluefield (W.Va.)	26.1	12	529	12	583	13	557	13	728	10	414	10	401	15	762	11	467
Bristol (Tenn.)-Bristol (Va.) (See Listing under TENNESSEE)																	
WASHINGTON																	
Centralia-Chehalis	14.6	16	844	18	838	13	539	14	674	12	489	11	465	13	484	19	740
Pasco-Kennewick-Richland	50.8	4	265	4	246	5	229	4	240	11	462	4	245	6	236	4	151
WEST VIRGINIA																	
Bluefield (Va.)-Bluefield (W.Va.) (See Listing under VIRGINIA)																	
Charleston-South Charleston	93.9	1	135	1	115	1	95	1	106	1	91	1	97	1	85	1	116
WISCONSIN																	
Appleton-Neenah-Menasha	64.7	4	195	4	211	5	228	4	203	5	220	4	220	6	336	4	264

"A" and "B" indicate multiple cities both of which rank between two cities in a particular category. "A" represents the higher rank.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS

Cities with $20 Million Retail Sales 1953

NEW ENGLAND AREA

CONNECTICUT

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Ansonia	6.7	18.9	5.1	30.4	20.5	37.4	39.2	13.3	35.2
Bridgeport	61.8	21.1	5.2	27.7	17.2	35.8	34.5	15.4	43.1
Bristol	13.0	15.5	3.6	24.2	14.3	42.5	38.9	17.8	43.2
Danbury	7.8	23.6	6.3	27.1	17.9	36.0	37.0	13.3	38.8
Derby	3.2	19.4	4.8	26.7	16.5	37.7	38.3	16.2	42.4
*East Hartford									
*Greenwich									
Hartford	74.6	21.6	5.6	27.3	17.6	36.2	36.4	14.9	40.4
*Manchester									
Meriden	16.1	18.5	4.6	24.4	15.0	40.9	39.0	16.2	41.4
Middletown	10.2	23.1	6.1	27.3	18.0	35.1	35.9	14.5	40.0
Naugatuck	6.4	13.6	3.0	21.3	11.8	43.3	37.3	21.8	47.9
New Britain	26.5	15.4	3.5	26.5	15.3	39.7	35.6	18.4	45.6
New Haven	65.5	27.7	7.6	25.8	17.6	33.4	35.4	13.1	39.4
New London	12.4	35.7	11.3	24.6	19.2	29.7	36.1	10.0	33.4
Norwalk	19.4	17.5	3.6	22.4	11.4	37.8	30.0	22.3	55.0
Norwich	12.8	24.2	7.0	28.6	20.3	36.0	39.8	11.2	32.9
Putnam City	2.9	25.9	8.4	34.8	27.9	31.0	38.8	8.3	24.9
Stamford	27.9	18.3	3.7	22.4	11.4	35.9	28.2	23.4	56.7
*Stratford									
Torrington	9.1	16.7	4.3	28.9	18.5	39.8	39.7	14.6	37.5
Wallingford	6.2	16.6	3.8	21.5	12.1	42.2	37.1	19.7	47.0
Waterbury	37.2	19.4	4.8	25.6	15.8	38.7	37.1	16.3	42.3
*West Hartford									
*West Haven									
Willimantic	5.3	21.6	5.8	26.9	18.1	36.9	38.4	14.6	37.7

MAINE

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Auburn	8.9	27.6	9.0	33.6	27.1	29.1	36.5	9.7	27.4
Augusta	7.2	28.3	8.9	31.6	24.8	29.4	35.7	10.7	30.6
Bangor	11.8	35.8	12.4	30.8	26.7	25.3	33.9	8.1	27.0
Bath	3.9	32.1	11.7	35.6	32.2	26.6	37.3	5.7	18.8
Biddeford	7.3	23.2	7.4	34.0	27.2	33.9	42.0	8.9	23.4
Brunswick	3.3	41.4	15.4	27.6	25.3	22.4	32.1	8.6	27.2
Lewiston	15.1	26.4	8.3	32.6	25.7	30.4	37.2	10.6	28.8
Portland	32.4	31.5	10.7	31.2	26.4	28.6	37.5	8.7	25.4
Presque Isle	4.0	28.4	8.8	36.7	28.3	25.3	30.2	9.6	32.7
Rockland	3.6	35.3	13.3	37.1	34.8	21.4	31.2	6.2	20.7
Sanford	4.0	19.9	6.1	31.5	23.8	38.1	44.8	10.5	25.3
Waterville	7.3	34.4	11.7	29.6	24.9	26.0	34.0	10.0	29.4

MASSACHUSETTS

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
*Arlington									
Athol	4.4	22.1	6.9	36.3	28.1	32.8	39.6	8.8	25.4
Attleboro	7.9	20.7	5.7	29.3	20.2	35.4	37.9	14.6	36.2
*Barnstable									
*Belmont									
Beverly	10.2	24.7	6.9	25.3	17.7	36.2	39.3	13.8	36.1
Boston	305.2	28.0	8.5	28.9	21.9	31.1	36.5	12.0	33.1
*Braintree									
Brockton	24.2	26.3	8.2	30.5	23.6	33.3	40.0	9.9	28.2
*Brookline									
Cambridge	51.3	32.1	9.7	26.1	19.7	29.5	34.5	12.3	36.1
Chelsea	13.2	24.6	7.5	30.4	22.8	34.5	40.5	10.5	29.2
Chicopee	17.6	22.8	6.6	24.1	17.3	40.3	45.0	12.8	31.1
Clinton	4.0	21.5	6.4	30.9	22.9	36.0	41.4	11.6	29.3
*Danvers									
*Dedham									
Everett	14.5	18.6	5.1	24.9	16.9	41.9	44.1	14.6	33.9
Fall River	36.7	25.8	8.3	32.3	25.6	32.8	40.6	9.1	25.5
Fitchburg	15.1	23.0	6.9	29.5	21.9	36.7	42.4	10.8	28.8
*Framingham		1							
Gardner	6.7	17.3	4.8	33.4	23.3	36.8	39.9	12.5	32.0
Gloucester	8.5	25.4	7.8	29.4	22.3	33.8	39.9	11.4	30.0
Great Barrington	2.5	29.8	9.5	29.8	23.5	30.2	37.1	10.2	29.9
Greenfield	5.8	25.6	8.0	30.7	23.8	33.9	40.8	9.8	27.4
Haverhill	17.2	27.7	8.5	28.9	22.2	32.0	37.9	11.4	31.4
Holyoke	19.4	24.3	7.3	28.6	21.5	35.9	41.8	11.2	29.4
Lawrence	27.7	24.6	7.7	31.8	25.0	33.5	40.8	10.1	26.5
Leominster	7.8	20.9	6.0	28.8	20.7	38.0	42.4	12.3	30.9
Lowell	32.5	27.2	8.3	29.8	22.5	31.4	37.0	11.6	32.2
Lynn	36.7	22.9	6.5	25.2	17.9	39.0	43.1	12.9	32.5
Malden	20.3	19.9	5.4	25.6	17.2	40.2	41.9	14.3	35.5
Marlborough	5.5	21.6	6.2	30.0	21.5	35.2	39.1	13.2	33.2
Medford	20.7	16.4	3.9	21.5	13.0	42.0	39.1	20.1	44.0
Melrose	9.1	17.7	4.0	20.5	11.6	38.5	33.8	23.3	50.6
*Methuen									
Middleborough	3.7	25.0	7.5	30.6	23.0	33.9	39.3	10.5	30.2
Milford	5.5	16.9	4.5	25.5	17.1	43.7	45.2	13.9	33.2
*Natick									
*Needham									
New Bedford	37.3	27.7	8.9	31.9	25.7	31.3	39.1	9.1	26.3
Newburyport	4.9	27.4	8.7	30.3	23.7	32.4	39.5	9.9	28.1
Newton	30.0	20.7	3.2	18.2	7.1	30.6	18.6	30.5	71.1
*North Attleboro									
North Adams	7.2	23.7	7.4	32.4	25.0	34.0	40.9	9.9	26.7
Northampton	11.3	39.6	14.2	25.4	22.6	26.7	36.9	8.3	26.3
*Norwood									
Palmer	3.7	20.5	5.5	28.2	18.9	36.4	37.7	14.9	37.9
Peabody	7.6	20.2	5.6	27.9	19.4	39.0	42.0	12.9	33.0
Pittsfield	18.8	21.3	5.8	23.1	15.5	40.8	42.7	14.8	36.0
Plymouth	5.2	28.2	9.2	33.6	27.2	28.8	36.2	9.4	27.4

* Non-incorporated area, for which no data were published by the census.

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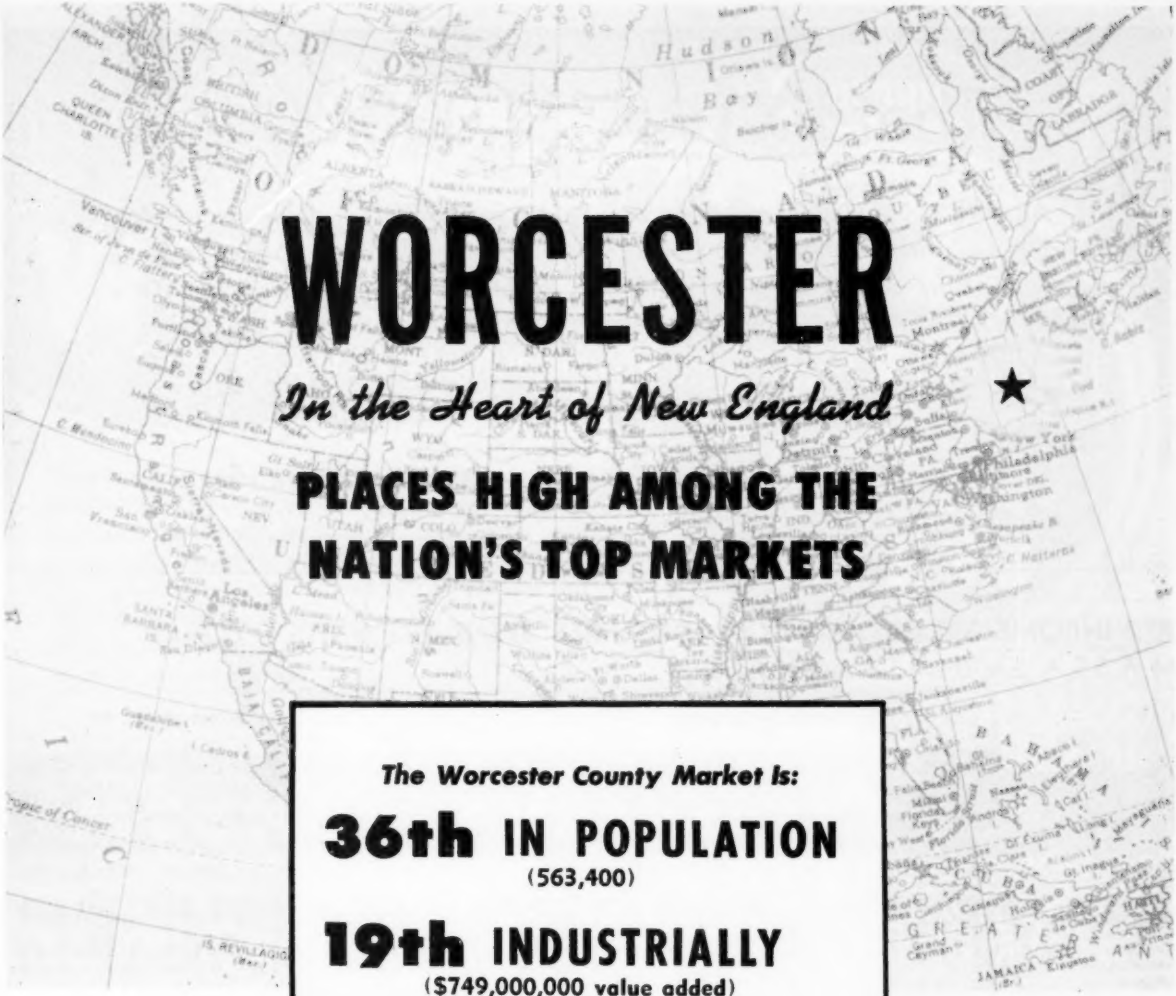
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SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

MASSACHUSETTS — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Quincy	28.6	18 0	4.4	21 4	13.2	42 0	40.1	18 6	42.3
Revere	12.2	20 4	6.0	29 8	21.6	38 1	43.0	11 7	29.4
Salem	14.2	20 9	5.8	27 3	19.1	38 3	41.3	13 5	33.8
Somerville	33.5	19 0	5.2	26 3	18.0	41 0	43.4	13 7	33.4
Southbridge	6.1	16 9	4.7	29 5	20.3	40 0	42.8	13 6	32.2
Springfield	61.9	23 0	6.5	25 2	17.6	38 0	41.2	13 8	34.7
Taunton	12.6	25 4	7.8	31 1	24.0	33 8	40.4	9 7	27.8
*Wakefield									
Waltham	16.2	20 4	5.6	27 8	19.0	37 2	39.6	14 6	35.8
*Watertown									
Webster	4.8	22 2	6.7	28 0	21.0	39 1	45.6	10 7	26.7
*Wellesley									
*West Springfield									
Westfield	7.3	20 6	5.7	28 4	19.7	37 2	40.0	13 8	34.6
*Weymouth									
Woburn	6.1	18 9	5.0	26 8	17.6	39 7	40.5	14 6	36.9
Worcester	73.6	26 9	8.1	27 2	20.2	34 3	39.7	11 6	32.0

NEW HAMPSHIRE

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Berlin	5.1	23 5	7.4	35 9	28.2	31 8	38.8	8 8	25.6
Claremont	4.3	23 2	7.5	37 4	30.0	29 4	36.5	10 0	26.0
Concord	9.1	27 6	8.5	29 2	22.3	32 8	38.9	10 4	30.3
Dover	5.3	26 5	8.3	33 0	25.8	30 1	36.5	10 4	29.4
Keene	5.6	29 3	9.2	31 3	24.4	29 5	35.8	9 9	30.6
Laconia	5.2	31 3	10.7	33 5	28.5	28 1	37.0	7 1	23.8
Lebanon	3.2	35 6	12.3	30 6	26.3	25 5	34.1	8 3	27.3
Manchester	30.1	25 5	7.7	29 9	22.5	33 0	38.6	11 6	31.2
Nashua	12.1	23 2	7.0	31 3	23.6	35 2	41.1	10 3	28.3
Portsmouth	7.1	26 1	8.3	31 0	24.6	34 4	42.3	8 5	24.8
Rochester	5.0	26 4	8.9	33 6	28.0	32 7	42.4	7 3	20.7

RHODE ISLAND

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Central Falls	8.8	23 8	7.8	34 8	28.3	33 1	41.8	8 3	22.1
Cranston	18.8	22 4	5.9	24 1	16.0	37 4	38.4	16 1	39.7
*East Providence									
Newport	19.3	40 5	15.0	29 7	27.4	21 7	30.9	8 1	26.7
Pawtucket	28.7	21 4	6.2	28 8	20.9	37 7	42.4	12 1	30.5
Providence	94.0	30 9	9.8	29 7	23.4	28 8	35.2	10 6	31.6
Warwick	14.6	18 3	4.8	27 1	17.6	40 0	40.5	14 6	37.1
*West Warwick									
Westerly	4.2	30 7	9.8	29 8	23.8	28 4	35.1	11 1	31.3
Woonsocket	17.7	24 9	7.6	30 0	22.7	33 9	39.7	11 2	30.0

VERMONT

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Barre	4.0	25.3	7.4	28 5	20.6	35 5	40.0	10 7	32.0
Bennington	3.1	27 8	9.5	33 6	28.4	31 0	40.8	7 6	21.3
Brattleboro	4.5	31 4	10.9	34 4	29.8	26 8	35.8	7 4	23.5
Burlington	13.6	40 5	14 1	26 9	23.4	23 8	32.0	8 8	30.5
Montpelier	3.3	30 6	9.6	28 0	21.6	30 8	37.1	10 6	31.7
Rutland	6.1	28 1	9.2	33 3	27.1	30 3	38.3	8 3	25.4
St. Albans	3.1	29 7	9.6	28 9	23.4	32 3	40.4	9 1	26.6
St. Johnsbury	2.6	28 8	9.8	35 7	29.5	28 1	36.1	7 4	24.8

MIDDLE EAST AREA

DELAWARE

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Dover	2.7	29 1	13.8	25 8	22.6	24 3	32.9	10 8	30.7
Milford	2.0	42 3	16.5	26 9	26.1	23 5	35.3	7 3	22.1
Wilmington	41.2	25.5	6.9	26 9	18.2	31 6	33.1	16 0	41.8

DISTRICT OF COLUMBIA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Washington, D. C.	350.0	23 3	6.9	27 2	19.9	30 5	34.7	19 0	38.5

* Non-incorporated area, for which no data were published by the census.



SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

MARYLAND

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Annapolis	9.7	34 3	10.7	25 8	20.1	27 6	33.3	12 3	35.9
Baltimore	335.6	25 4	7.1	27 1	18.9	32 7	35.3	14 8	38.7
*Bethesda									
Cambridge	4.1	42 0	16.9	31 1	31.1	20 5	31.8	6 4	20.2
Cumberland	12.8	28 0	9.0	30 6	24.5	32 4	40.2	9 0	26.3
Easton	2.1	37 3	13.0	31 1	26.9	19 9	26.9	11 7	33.2
Frederick	7.5	33 4	11.7	31 9	27.7	25 5	34.5	9 2	26.1
Hagerstown	14.5	25 7	7.7	30 5	22.9	31 9	37.1	11 9	32.3
Hyattsville	5.0	11 0	2.2	15 4	7.6	43 4	33.6	30 2	56.6
Pocomoke City	1.2	37 0	13.4	28 2	25.3	25 2	35.2	9 6	26.1
Rockville	3.6	14 9	2.5	19 1	8.1	35 2	23.1	30 8	66.3
Salisbury	5.6	29 2	8.7	29 1	21.7	28 9	33.3	12 8	36.3
Westminster	2.7	44 8	18.4	28 3	28.8	20 3	32.1	6 6	20.7

NEW JERSEY

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Asbury Park	7.8	32 6	10.2	28 5	22.0	27 5	33.1	11 4	34.7
Atlantic City	26.6	41 8	16.3	29 1	28.3	21 6	32.6	7 5	22.8
Bayonne	25.6	15 7	3.8	20 5	12.3	44 7	42.0	19 1	41.9
Belleville	10.4	13 5	3.0	20 2	11.3	42 8	37.2	23 5	48.5
Bergenfield	6.6	10 1	1.7	13 3	5.8	45 9	31.0	30 7	61.5
Bloomfield	17.7	13 3	2.9	19 5	10.6	42 4	35.9	24 8	50.6
Boonton	2.6	15 7	3.9	26 4	16.2	38 4	36.8	19 5	43.1
Bound Brook	2.8	18 6	4.7	23 7	14.9	40 6	39.6	17 1	40.8
Bridgeton	6.8	30 7	10.5	29 1	24.6	30 5	40.1	9 7	24.8
Burlington	4.0	26 8	8.4	27 6	21.6	33 1	40.2	12 5	29.8
Camden	43.8	21 8	6.3	28 2	20.2	36 9	41.0	13 1	32.5
Cliffside Park	6.2	14 2	3.0	19 4	10.2	39 9	32.5	26 5	54.3
Clifton	22.7	10 8	2.3	17 2	9.3	47 0	39.6	25 0	48.8
Collingswood	6.1	15 0	3.2	17 8	9.5	41 8	34.7	25 4	52.6
*Cranford Township									
Dover	3.9	11 9	2.8	27 7	16.6	42 6	39.5	17 8	41.1
East Orange	33.1	19 0	4.2	21 1	11.6	35 8	30.5	24 1	53.7
Elizabeth	38.6	16 6	3.8	22 3	13.0	39 1	35.2	22 0	48.0
Englewood	9.5	18 1	2.9	18 9	7.5	33 0	20.6	30 0	69.0
Fair Lawn	9.7	9 1	1.5	13 6	5.6	44 3	28.7	33 0	64.2
Flemington	1.2	24 5	6.1	26 4	16.5	30 4	29.5	18 7	47.9
Freehold	2.6	22 8	6.1	26 5	17.6	34 4	35.4	16 3	40.9
Garfield	8.8	11 1	2.7	23 7	14.5	46 5	44.0	18 7	38.8
Hackensack	11.0	18 1	4.2	23 8	13.8	36 2	32.5	21 9	49.5
Hammonton	2.7	27 5	8.6	25 8	20.0	32 7	39.3	14 0	32.1
*Hillside Township									
Hoboken	18.8	24 6	7.5	29 9	22.8	34 7	41.1	10 8	28.6
Irvington	21.3	12 7	2.8	19 0	10.5	44 2	37.9	24 1	48.8
Jersey City	101.8	18 1	4.8	26 2	17.2	39 9	40.7	15 8	37.3
Kearny	12.7	13 6	3.3	21 1	12.5	45 7	42.4	19 6	41.8
Linden	10.7	10 2	2.2	15 1	8.0	49 2	40.8	25 5	49.0
Little Ferry	1.5	16 8	4.3	21 3	13.5	43 2	42.7	18 7	39.5
Long Branch	9.4	25 0	6.8	25 6	17.3	34 2	36.0	15 2	39.9
*Lyndhurst Township									
*Maplewood Township									
*Millburn Township									
Millville	5.7	25 4	8.3	29 7	24.0	34 5	43.3	10 4	24.4
Montclair	16.6	19 6	2.9	21 2	8.0	27 7	16.1	31 5	73.0
Morristown	6.8	23 4	5.6	22 8	13.6	32 4	30.0	21 4	50.8
*Neptune Township									
New Brunswick	16.6	32 0	9.5	22 1	16.2	31 6	36.1	14 3	38.2
Newark	161.3	20 3	5.4	28 3	18.7	35 5	36.4	15 9	39.5
Newton	2.2	29 7	10.0	30 0	25.0	30 2	39.1	10 1	25.9
*North Bergen Township									
Nutley	9.4	11 7	1.9	14 3	5.9	41 2	26.1	32 8	66.1
Ocean City	2.3	47 4	16.3	20 0	17.2	18 2	24.2	14 4	42.3

* Non-incorporated area, for which no data were published by the census.



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SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

NEW JERSEY — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Orange	13.8	20 9	5.1	26 1	16.0	33 9	32.3	19 1	46.6
Passaic	20.9	18 8	4.7	25 1	15.9	38 2	37.3	17 9	42.1
Paterson	50.6	20 6	5.7	27 1	18.7	37 4	40.1	14 9	35.5
*Pennsauken Township									
Perth Amboy	14.3	17 6	4.5	23 5	15.1	42 1	42.0	16 8	38.4
Phillipsburg	6.5	18 5	5.1	25 1	17.3	42 5	45.6	13 9	32.0
Plainfield	18.4	17 9	3.3	19 0	8.8	35 8	25.4	27 5	62.7
Pleasantville	4.2	28 3	9.5	28 7	23.9	33 8	43.7	9 2	22.9
Point Pleasant Beach	1.2	30 6	10.0	28 1	23.0	30 2	38.2	11 1	28.8
Princeton	8.2	19 0	14.8	15 5	11.6	18 8	22.0	16 7	51.6
Rahway	7.7	14 0	3.0	15 9	8.7	44 5	37.5	25 6	50.8
Red Bank	5.1	22 5	5.5	22 8	13.7	34 7	32.7	20 0	48.1
Ridgefield Borough	8.7	13 1	2.3	16 3	7.2	41 7	28.8	28 9	61.7
Ridgewood	6.6	13 4	1.6	13 2	3.9	29 4	13.6	44 0	80.9
Rutherford	6.4	13 2	2.1	14 5	5.8	38 8	24.2	33 5	67.9
Salem	3.5	28 8	8.8	27 0	20.4	31 9	37.5	12 3	33.3
Somerville	4.6	15 3	3.8	22 5	13.9	42 4	40.8	19 8	41.5
South Orange	5.5	22 4	2.7	16 1	4.8	21 4	9.8	40 1	82.7
South River	3.6	13 1	3.0	17 4	9.8	45 9	40.3	23 6	46.9
Summit	6.4	15 6	2.0	16 6	5.4	29 9	15.2	37 9	77.4
*Teaneck Township									
Trenton	42.9	20 5	5.1	24 7	15.5	36 1	35.1	18 7	44.3
Union City	20.9	21 2	5.9	26 1	18.1	38 6	41.6	14 1	34.4
*Union Township									
Vineland	11.8	29 1	9.6	29 7	24.4	30 4	38.8	10 8	27.2
Washington	1.7	23 7	7.5	32 8	26.0	34 1	41.9	9 4	24.6
West New York	13.3	14 8	3.7	25 1	15.7	42 2	40.9	17 9	39.7
West Orange	9.6	12 7	1.9	16 4	6.4	37 8	22.7	33 1	69.0
Westfield	7.4	13 5	1.7	14 2	4.7	30 6	15.4	41 7	78.2
Westwood	2.4	12 3	2.0	16 3	6.9	38 6	25.4	32 8	65.7
Wildwood	2.2	40 2	15.3	30 3	28.5	20 9	30.5	8 6	25.7
*Woodbridge Township									
Woodbury	4.2	18 4	4.0	18 1	9.7	40 5	33.7	23 0	52.6

* Non-incorporated area, for which no data were published by the census.

No Wonder We Outsell So Many Large Cities With Sales Like THESE!

Kingston is 28th in size in New York state . . . but 22 in food sales, 23 in automotive, 24 in retail and furniture-household-radio sales, 26 in general merchandise.

Regionally, Kingston outsells many larger cities—26 of them in food sales, for example. Nationally, the record is even more impressive—ahead of 181 larger cities in food, 117 in total retail sales. See the table at right for more of this remarkable story.

HERE'S WHY Kingston is so superior. New York state cities average 24% above the U. S. sales average—Kingston 67%. In food, it's New York cities 39% above, Kingston 105% above . . . general merchandise, 13% above against Kingston's 53% above . . . furniture-household-radio 47% against Kingston's 125% above . . . automotive 19% *below* average against Kingston's 86% *above!*

	STATE Rank	STATE Leading These Larger Cities	REGION Rank	REGION Leading These Larger Cities	U. S. A. Rank	U. S. A. Leading These Larger Cities
Population	28		96		484	
Retail Sales	24	4	76	20	367	117
Food	22	6	70	26	303	181
General Mdse.	26	2	84	12	393	91
Furn-Hshld-Radio	24	4	79	17	330	154
Automotive	23	5	81	15	445	39

Whether you're working on a state or regional quota, Kingston's big sales bulge will help you reach it easily, quickly, economically.

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Represented by BURKE, KUIPERS & MAHONEY INC.

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

NEW YORK

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Albany	51.8	25 1	6.8	28 1	19.1	31 9	33.6	14 9	40.5
Amsterdam	11.2	20 5	5.3	24 8	16.0	36 9	36.9	17 8	41.8
Auburn	12.0	23 4	6.7	27 6	19.7	37 5	41.7	11 5	31.9
Babylon	2.4	16 0	3.6	23 3	13.1	37 4	32.5	23 3	50.8
Batavia	6.1	22 0	5.9	27 5	18.5	37 6	39.1	12 9	36.5
Bath	2.3	27 7	8.8	30 7	24.1	32 2	39.4	9 4	27.7
Beacon	4.5	19 3	4.9	22 3	14.2	41 3	40.9	17 1	40.0
Binghamton	28.5	22 9	6.1	25 4	16.7	36 4	37.1	15 3	40.1
Bronxville	2.8	20 7	2.1	15 8	4.0	17 2	6.7	46 3	87.2
Buffalo	200.9	22 7	6.1	24 4	16.5	39 0	40.7	13 9	36.7
Canandaigua	3.0	24 1	7.2	34 4	25.3	29 5	33.9	12 0	33.6
Catskill	2.0	35 3	13.2	30 0	27.8	26 6	38.3	8 1	20.7
Cohoes	6.6	20 1	5.3	26 1	17.3	38 8	39.7	15 0	37.7
Corning	6.5	18 4	4.8	25 7	16.8	41 2	41.7	14 7	36.7
Cortland	7.3	33 8	11.9	29 5	26.0	27 9	37.9	8 8	24.2
Dunkirk	6.1	21 2	6.5	31 5	23.9	38 1	45.0	9 2	24.6
East Rochester	2.2	13 3	3.1	19 9	11.7	47 7	43.6	19 1	41.6
Elmira	18.2	27 5	8.4	26 9	20.3	33 7	39.4	11 9	31.9
Endicott	7.2	16 3	4.1	27 4	17.0	39 7	38.3	16 6	40.6
Fulton	4.6	24 5	7.7	28 5	22.3	37 7	45.9	9 3	24.1
Geneva	6.9	32 0	9.7	26 2	19.7	30 1	35.2	11 7	35.4
Glen Cove	5.9	19 7	4.5	22 1	12.7	36 3	32.2	21 9	50.6
Glens Falls	7.0	28 3	8.3	28 3	20.5	31 1	35.2	12 3	36.0
Gloversville	8.9	29 8	9.6	29 9	23.9	30 8	38.1	9 5	28.4
Gouverneur	1.7	31 4	10.0	27 4	21.8	30 6	37.6	10 6	30.6
Hamburg	2.3	16 7	3.6	16 2	8.7	41 1	34.5	26 0	53.2
‡Hempstead Township		14 5	2.7	15 4	7.2	38 2	27.7	31 9	62.4
Herkimer	3.4	22 8	7.0	28 0	21.2	36 3	42.9	12 9	28.9
Hornell	5.5	31 4	10.7	26 2	22.1	35 0	45.8	7 4	21.4
Hudson	4.2	27 3	8.6	31 4	24.4	30 3	36.6	11 0	30.4
Ithaca	16.7	53 4	22.9	19 8	21.1	19 1	31.6	7 7	24.4
Jamestown	16.7	22 4	6.3	25 4	17.9	39 8	43.5	12 5	32.3
Johnson City	6.9	19 0	5.2	24 7	16.9	42 5	45.1	13 8	32.8
Johnstown	4.0	26 7	8.3	29 9	23.1	32 8	39.3	10 6	29.3
Kenmore	7.0	11 6	2.5	15 8	8.6	47 3	39.6	25 3	49.3
Kingston	10.2	28 2	8.5	27 5	20.4	32 0	37.0	12 3	34.1
Lackawanna	8.6	18 0	4.8	23 7	15.7	43 7	45.3	14 6	34.2
Larchmont	2.1	17 7	1.9	14 9	3.9	22 7	9.4	44 7	84.8
Liberty	1.8	24 8	8.3	35 4	29.4	31 1	40.2	8 7	22.1
Little Falls	3.1	23 7	7.7	34 4	27.5	31 7	39.5	10 2	25.3
Lockport	9.3	22 4	6.3	26 8	18.9	38 7	42.5	12 1	32.3
Long Beach	7.0	19 0	3.2	16 5	7.1	34 4	22.7	30 1	67.0
Malone	3.7	41 4	16.2	28 6	27.8	22 5	34.0	7 5	22.0
Mamaroneck	5.1	16 1	2.4	17 5	6.6	33 6	19.8	32 8	71.2
Massena	4.4	22 8	7.0	27 6	21.1	39 9	47.3	9 7	24.6
Mechanicville	2.6	16 2	4.1	22 2	14.1	44 7	44.1	16 9	37.7
Menands									
Middletown	7.4	24 9	7.0	27 0	18.9	34 7	37.7	13 4	36.4
Monticello	1.7	30 1	9.5	25 4	20.0	30 1	36.8	14 4	33.7
Mount Kisco	2.0	21 4	4.9	23 1	13.2	33 1	29.4	22 4	52.5
Mount Vernon	25.9	18 0	3.1	20 3	8.8	34 9	23.5	26 8	64.6
New Rochelle	21.8	22 9	3.7	21 9	8.9	27 4	17.3	27 8	70.1
New York City	2992.7	22 8	6.3	25 6	15.7	33 7	33.1	17 9	44.9
Newark	2.9	24 8	7.0	28 7	19.9	32 4	35.2	14 1	37.9
Newburgh	11.5	23 5	6.6	28 3	19.7	34 8	37.7	13 4	36.0
Niagara Falls	32.3	17 7	4.5	21 3	13.3	45 0	44.0	16 0	38.2
‡North Hempstead Township		14 5	2.7	15 4	7.2	38 2	27.7	31 9	62.4

■ Census does not publish data for incorporated areas with less than 2500 population in 1950.

‡ Figures represent Nassau County distribution since township distribution is not available.



SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

NEW YORK — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
North Tonawanda	8.0	15.7	4.2	24.7	16.2	46.4	47.6	13.2	32.0
Norwich	3.3	26.0	8.4	30.6	24.4	32.7	40.6	10.7	26.6
Nyack	2.1	29.7	8.4	28.1	19.8	27.8	30.3	14.4	41.5
Ogdensburg	4.7	35.5	12.3	27.8	23.8	28.2	37.7	8.5	26.2
Olean	7.8	28.3	8.4	23.6	17.4	35.6	40.7	12.5	33.5
Oneida	4.0	25.0	7.3	26.6	19.4	36.6	41.4	11.8	31.9
Oneonta	5.8	37.6	13.1	22.8	19.8	30.1	40.4	9.5	26.7
Ossining	5.1	17.5	4.0	20.9	12.1	40.8	36.8	20.8	47.3
Oswego	8.0	36.9	12.9	26.5	23.1	28.4	38.3	8.2	25.7
‡Oyster Bay Township		14.5	2.7	15.4	7.2	38.2	27.7	31.9	62.4
Patchogue	2.7	24.0	6.8	26.7	19.0	35.1	38.8	14.2	35.4
Peekskill	6.0	20.9	5.0	23.2	13.8	36.6	33.7	19.3	47.5
Plattsburg	7.3	42.5	15.4	23.0	20.6	26.1	36.5	8.4	27.5
Port Chester	7.7	16.3	3.7	25.0	14.0	36.4	31.6	22.3	50.7
Port Jervis	3.1	30.7	11.0	33.3	29.4	30.1	41.4	5.9	18.2
Potsdam	3.7	57.9	25.6	19.6	21.5	15.5	26.3	7.0	26.6
Poughkeepsie	15.3	22.8	6.0	24.7	16.3	36.5	37.4	16.0	40.3
Rochester	122.0	22.6	6.0	24.5	16.1	37.2	38.0	15.7	39.9
Rome	13.3	21.1	5.9	28.6	19.9	37.2	40.2	13.1	34.0
Rye	4.5	16.5	2.0	18.7	5.7	24.8	11.6	40.0	80.7
Salamanca	3.0	27.2	8.5	27.6	21.6	34.6	41.8	10.6	28.1
Saranac Lake	2.5	32.5	10.9	30.8	25.7	25.3	32.7	11.4	30.7
Saratoga Springs	6.2	37.7	12.7	25.8	21.8	27.0	35.0	9.5	30.5
Scarsdale	4.5	17.4	1.4	12.2	2.5	11.2	3.5	59.2	92.6
Schenectady	35.8	21.0	5.5	21.6	14.0	40.1	40.5	17.3	40.0
Syracuse	86.9	29.6	8.5	24.3	17.3	32.6	36.1	13.5	38.1
Tarrytown	3.8	25.4	4.6	15.2	6.9	32.2	22.6	27.2	65.9
Tonawanda	5.0	16.4	4.3	22.2	14.4	45.9	46.5	15.5	34.8
Troy	27.5	29.9	9.1	27.3	20.5	31.5	36.8	11.3	33.6
Utica	34.4	24.3	7.0	28.7	20.4	34.9	38.7	12.1	33.9
Watertown	13.4	30.0	9.1	27.1	20.5	31.0	36.5	11.9	33.9
Watervliet	4.8	18.3	4.8	24.3	15.9	41.8	42.5	15.6	36.8
Wellsville	2.3	24.8	7.1	23.6	16.9	35.9	39.9	15.7	36.1
White Plains	17.1	20.4	3.4	20.8	8.8	30.6	19.9	28.2	67.9
Yonkers	51.4	16.4	2.8	18.9	8.1	36.6	24.4	28.1	64.7

PENNSYLVANIA

*Abington Township									
Aliquippa	9.1	12.6	3.2	29.5	18.8	41.3	40.7	16.6	37.3
Allentown	39.8	21.3	5.7	27.1	18.2	36.4	37.5	15.2	38.2
Altoona	27.3	28.3	9.4	31.7	26.2	31.9	40.9	8.1	23.5
Ambridge	5.8	16.2	4.3	25.2	16.5	43.0	44.0	15.6	35.2
Beaver Falls	6.5	18.8	5.4	30.3	21.6	38.9	43.0	12.0	30.0
Berwick	4.8	24.7	8.3	32.7	27.2	36.2	46.9	6.4	17.6
Bethlehem	25.1	22.0	6.1	27.0	18.5	35.8	38.2	15.2	37.2
Bloomsburg	4.3	34.6	12.3	30.1	26.6	27.8	38.1	7.5	23.0
Braddock	5.4	27.9	9.4	34.6	28.8	28.7	37.2	8.8	24.6
Bradford	6.4	24.2	6.8	27.2	18.8	35.2	37.9	13.4	36.5
Bristol	5.1	18.6	5.0	26.1	17.5	40.0	41.8	15.3	35.7
Brownsville	2.6	28.2	8.5	29.4	22.2	31.6	37.0	10.8	32.3
Butler	8.4	28.4	9.1	27.0	21.4	35.4	43.7	9.2	25.8
Canonsburg	4.0	25.2	8.0	30.4	23.8	36.0	43.9	8.4	24.3
Carbondale	5.1	28.7	9.5	33.1	27.1	30.5	38.8	7.7	24.6
Carlisle	7.3	31.4	10.2	29.6	23.9	29.6	37.2	9.4	28.7
Carnegie	4.1	17.8	4.7	25.5	16.9	39.3	40.3	17.4	38.1
Chambersburg	7.3	30.8	10.5	32.4	27.6	29.2	38.6	7.6	23.3
Charleroi	3.3	17.9	5.0	26.8	16.9	44.4	48.4	10.9	27.7
*Cheltenham Township									
Chester	24.8	20.2	5.4	25.9	17.1	38.1	39.2	15.8	38.3

* Non-incorporated area, for which no data were published by the census.

‡ Figures represent Nassau County distribution since township distribution is not available.

The Best Market Guides Lead to...

. . . SYRACUSE, N. Y.

HUB OF THE GREAT EMPIRE STATE

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The Central New York Market is noted for consistency of buying power . . . a healthy by-product of diversified industry and rich agricultural community.

Performance Record . . .

Consistency of retail sales is the greatest proof of performance. Quality of the Syracuse Market Index is 117*. Your sales potential is 17 per cent higher than U.S.A. average.

*Source: Sales Management's 1954 Survey of Buying Power.

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Strategic location (where the new Thruway meets Route 11) plus great transportation facilities (air, rail, truck, and canal) make the Key Central New York Market . . . the Crossroads of the East.

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Self service retailing needs saturation advertising. In Central New York, it's the Syracuse Newspapers for complete market coverage at one low cost.

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Whether you're planning a test campaign or general sales expansion, the Best Market Guides we know lead you to The Syracuse Market. Write, wire or phone for any detailed information you need in planning your sales, distribution, or advertising programs . . . or if you're nearer our representatives . . . call them . . . they're great market guides, too . . . Moloney, Regan & Schmitt.

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ALL BUSINESS IS LOCAL!

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WGAL-TV is a hard-selling medium reaching countless cities, towns and a vast rural area comprising one of America's richest markets. A recent, technical survey of TV Markets shows you how financially important this region is to you. It is a perfect target for your advertising dollar. One you shouldn't miss!

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, Inc.

New York — Chicago — Los Angeles — San Francisco

WGAL-TV PRIMARY MARKET

TV sets	602,350
families	967,300
effective buying income	5,102,726,000
retail sales	2,991,078,000

WGAL-TV COVERAGE

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazelton	Lock Haven	Bloomsburg

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

PENNSYLVANIA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Clairton	6.3	16.8	4.5	28.5	19.2	39.2	41.0	15.5	35.3
Clearfield	3.5	25.4	8.1	35.3	28.1	31.0	38.3	8.3	25.5
Coatesville	5.0	18.3	4.8	30.7	20.2	35.8	36.4	15.2	38.6
Connellsville	4.8	31.0	9.9	27.9	22.3	31.4	38.8	9.7	29.0
Coraopolis	3.6	17.8	4.9	28.8	19.5	37.7	39.7	15.7	35.9
Corry	2.8	29.5	9.7	29.8	24.5	32.3	41.1	8.4	24.7
Darby	4.8	17.3	4.4	22.9	14.8	43.7	43.5	16.1	37.3
Donora	3.8	15.3	4.1	27.0	18.2	45.4	47.5	12.3	30.2
Dormont	4.8	15.8	3.6	18.0	10.2	38.0	33.3	28.2	52.9
Doylestown	2.2	19.1	4.7	23.9	14.9	39.0	37.4	18.0	43.0
Du Bois	4.4	28.3	9.1	30.5	24.4	32.2	39.8	9.0	26.7
Duquesne	5.7	18.1	5.3	34.3	25.0	35.4	40.1	12.2	29.6
Easton	14.3	28.6	8.6	26.7	19.8	32.0	37.1	12.7	34.5
Ellwood City	4.5	15.1	3.9	25.8	16.8	45.0	45.5	14.1	33.8
Ephrata	2.6	19.4	5.3	30.2	20.6	36.5	38.8	13.9	35.3
Erie	48.1	21.8	6.0	24.1	16.3	39.6	41.9	14.5	35.8
Franklin	3.7	27.0	8.7	29.1	23.2	34.9	43.2	9.0	24.9
Gettysburg	3.5	45.1	17.9	24.6	24.2	23.0	35.0	7.3	22.9
Greensburg	6.4	22.4	5.9	27.5	18.0	36.3	36.9	13.8	39.2
Greenville	3.8	31.4	9.7	18.7	14.3	38.7	46.1	11.2	29.9
Grove City	3.1	24.5	6.6	20.1	13.5	40.6	42.4	14.8	37.5
Hanover	5.4	23.3	6.7	31.9	22.7	33.5	37.2	11.3	33.4
Harrisburg	38.1	23.8	7.1	31.2	23.1	32.9	37.9	12.1	31.9
*Haverford Township									
Hazelton	11.5	22.3	6.3	31.1	22.0	34.6	37.9	12.0	33.8
Homestead	3.8	26.3	8.2	26.9	20.8	35.9	43.1	10.9	27.9
Honesdale	2.0	26.3	9.1	38.2	32.8	27.1	36.2	8.4	21.9
Huntingdon	3.2	41.1	16.3	26.7	28.2	26.1	39.8	6.1	17.7
Indiana	5.5	40.3	14.6	23.4	21.0	26.4	38.7	9.9	27.7
Jeannette	5.3	19.2	5.6	31.3	22.4	39.3	43.9	10.2	28.1
Jenkintown	2.2	33.5	6.9	18.3	9.4	26.7	21.3	21.5	62.4
Johnstown	21.7	22.2	6.7	32.3	24.4	35.6	41.7	9.9	27.2
Kingston	7.1	20.8	5.2	26.9	16.8	36.2	35.1	16.1	42.9
Kittanning	2.8	23.7	6.6	27.9	19.4	35.7	38.5	12.7	35.5
Lancaster	26.5	24.8	7.0	26.6	18.7	34.5	37.7	14.1	36.6
Lansdale	3.4	15.1	3.6	24.4	14.5	39.3	36.3	21.2	45.6
Lansdowne	4.3	13.8	2.3	13.4	5.5	39.0	25.0	33.8	67.2
Latrobe	4.2	24.0	6.5	27.9	18.6	35.2	36.7	12.9	38.2
Lebanon	11.4	21.8	6.2	30.3	21.6	35.8	39.4	12.1	32.8
Lewistown	5.3	26.4	8.4	33.5	26.7	31.5	38.9	8.6	26.0
Lock Haven	4.6	30.7	10.2	32.8	27.2	27.0	34.7	9.5	27.9
*Lower Merion Township									
Mahanoy City	3.3	28.0	9.6	36.3	30.7	28.4	37.3	7.3	22.4
McKeesport	18.1	21.4	6.0	28.9	20.4	36.1	39.5	13.6	34.1
McKees Rocks	5.9	20.1	5.9	32.0	23.3	35.2	39.8	12.7	31.0
Meadville	8.0	30.7	9.5	25.5	19.5	32.8	39.0	11.0	32.0
Media	2.0	18.5	4.4	19.0	11.2	41.2	37.8	21.3	46.6
Monessen	5.8	15.8	4.3	28.5	19.3	42.4	44.8	13.3	31.6
Mount Carmel	4.4	33.7	12.6	37.5	34.8	22.9	32.8	5.9	19.8
Mount Oliver	2.5	14.7	3.8	21.8	13.9	46.4	45.9	17.1	36.4
*Mount Lebanon Township									
Nanticoke	6.4	26.3	8.9	34.2	28.7	33.1	43.2	6.4	19.2
New Castle	17.7	22.6	6.4	26.9	18.8	37.7	41.3	12.8	33.5
New Kensington	8.8	23.0	6.6	29.9	21.6	35.0	39.1	12.1	32.7
Norristown	12.4	19.6	5.1	28.5	18.6	36.0	36.4	15.8	39.9
Oil City	6.5	27.9	9.2	31.9	26.0	32.1	40.7	8.1	24.1
Philadelphia	786.1	26.1	7.1	26.3	18.8	33.5	37.1	14.1	6.6
Phoenixville	4.5	17.3	4.3	25.1	15.4	39.6	38.0	18.0	42.3
Pittsburgh	251.1	25.4	7.0	25.8	17.9	33.9	36.3	14.9	38.8
Pittston	4.3	28.5	10.0	24.6	30.1	30.0	40.7	6.9	19.2
Potistown	8.6	19.7	5.0	23.7	14.9	39.9	39.2	16.7	40.9
Pottsville	8.3	31.8	10.4	31.2	25.4	27.7	35.0	9.3	29.2
Punxsutawney	3.0	32.4	10.5	27.7	22.4	30.5	38.2	9.4	28.9
Quakertown	2.2	21.8	5.9	26.8	18.0	36.3	37.8	15.1	38.3
Reading	42.5	23.4	6.6	28.0	19.7	34.7	37.8	13.9	35.9

* Non-incorporated area, for which no data were published by the census.

SM INCOME BREAKDOWN OF CONSUMER UNITS — (Cont.)

PENNSYLVANIA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Rochester	2.6	19 8	5.5	28 1	19.4	37 8	40.4	14 3	34.7
Scranton	44.4	27 7	8.8	31 5	25.0	31 7	38.8	9 1	27.4
Sewickley	2.8	20 6	4.7	21 3	12.0	35 4	31.1	22 7	52.2
Shamokin	5.3	28 9	9.8	35 1	29.6	28 3	37.0	7 7	23.6
Sharon	9.9	17 7	4.3	20 6	12.4	42 2	39.4	19 5	43.9
Shenandoah	5.1	29 2	10.5	37 1	33.2	27 3	38.1	6 4	18.2
Somerset	2.3	28 3	9.6	29 9	25.2	33 8	44.3	8 0	20.9
State College	12.6	65 3	32.4	15 4	18.9	12 9	24.5	6 4	24.2
Stroudsburg	2.5	25 3	7.7	33 9	25.9	30 1	35.6	10 7	30.8
Sunbury	5.8	27 4	9.0	34 3	27.9	29 5	37.3	8 8	25.8
Tamaqua	4.2	23 1	7.7	34 3	28.2	35 5	45.2	7 3	18.9
Tarentum	3.4	19 2	5.4	24 4	17.2	43 6	47.8	12 8	29.6
Titusville	3.4	31 9	10.8	32 0	27.0	28 8	37.6	7 3	24.6
Turtle Creek	4.2	15 3	4.1	20 9	14.1	50 3	52.6	13 5	29.2
Uniontown	7.7	30 6	9.0	25 7	18.7	30 7	34.7	13 0	37.6
*Upper Darby Township									
Vandergrift	3.3	20 2	6.3	32 6	25.6	39 7	48.2	7 5	19.9
Warren	5.5	21 7	6.3	31 2	22.6	36 6	41.1	10 5	30.0
Washington	9.9	29 1	9.4	30 2	24.3	31 5	39.3	9 2	27.0
Waynesboro	4.1	23 9	7.3	34 5	25.9	31 2	38.6	10 4	30.2
Waynesburg	2.5	44 2	16.8	25 8	24.2	22 4	32.6	7 6	26.2
West Chester	6.9	37 6	11.8	24 2	18.8	26 2	31.7	12 0	37.7
Wilkes-Barre	26.3	27 7	8.6	31 2	24.0	31 4	37.6	9 7	29.8
Wilkinsburg	12.5	18 1	4.6	20 1	12.7	43 0	42.2	18 8	40.5
Williamsport	17.6	26 6	8.4	31 9	24.9	32 0	39.0	9 5	27.7
York	23.4	23 5	6.8	30 9	22.1	34 0	38.0	11 6	33.1

WEST VIRGINIA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Beckley	7.2	24 8	6.8	30 3	20.7	29 7	31.5	15 2	41.0
Bluefield	7.8	31 5	9.5	27 7	20.8	28 2	32.7	12 6	37.0
Charleston	29.6	25 3	6.8	25 4	16.8	32 9	33.9	16 4	42.5
Clarksburg	12.6	24 1	6.7	26 7	18.4	35 4	38.0	13 8	36.9
Elkins	3.5	41 4	15.1	28 7	25.9	22 1	30.9	7 8	28.1
Fairmont	10.9	24 8	7.3	29 5	21.4	33 3	37.7	12 4	33.6
Huntington	32.5	29 2	8.9	28 9	22.0	30 2	35.5	11 7	33.6
Logan	1.8	23 5	5.7	29 4	17.9	27 6	26.0	19 5	50.4
Martinsburg	5.9	29 1	10.0	33 0	28.1	30 8	40.6	7 1	21.3
Montgomery	1.7	31 0	8.3	28 0	18.7	25 0	25.8	16 0	47.2
Morgantown	12.8	42 2	15.2	24 2	21.7	25 3	35.2	8 3	27.9
Oak Hill	1.6	18 2	5.0	33 2	22.7	37 8	40.0	10 8	32.3
Parkersburg	15.1	29 1	9.2	28 6	22.7	32 4	39.7	9 9	28.4
Princeton	3.1	28 4	9.3	33 0	26.7	28 9	36.2	9 7	27.8
South Charleston	7.0	16 2	4.0	19 1	11.8	45 4	43.6	19 3	40.6
Weirton	8.2	13 7	3.3	22 2	13.4	46 3	43.4	17 8	39.9
Welch	2.7	28 4	7.9	29 9	20.6	25 7	27.4	16 0	44.1
Wheeling	23.5	26 7	7.8	29 6	21.6	31 5	35.6	12 2	35.0
Williamson	3.1	31 4	10.6	32 8	27.6	27 8	36.3	8 0	25.5

SOUTHEAST AREA

ALABAMA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Alexander City	2.2	34 2	11.4	34 2	28.3	21 6	27.6	10 0	32.7
Andalusia	3.3	41 9	16.3	30 5	29.4	21 6	32.4	6 0	21.9
Anniston	11.3	32 8	11.0	32 9	27.2	26 0	33.4	8 3	28.4
Athens	2.2	43 6	16.1	29 1	26.6	20 1	28.7	7 2	28.6
Bessemer	9.7	33 0	12.0	38 2	34.4	22 3	31.3	6 5	22.3
Birmingham	120.3	29 6	9.2	31 3	24.2	28 3	34.0	10 8	32.6
Cullman	3.1	47 2	19.4	29 9	30.5	17 3	27.4	5 6	22.7
Decatur	8.4	41 7	15.6	28 6	26.5	21 7	31.4	8 0	26.5
Dothan	9.2	45 9	18.5	29 2	29.2	18 7	29.1	6 2	23.2
Florence	9.9	36 5	12.6	28 6	24.5	26 5	35.4	8 4	27.5
Gadsden	20.3	28 2	9.2	33 9	27.5	29 1	36.8	8 8	26.5
Huntsville	7.2	42 1	15.4	27 6	24.9	22 4	31.4	7 9	28.3
Jasper	3.1	41 0	15.4	32 6	30.2	19 0	27.4	7 4	27.0
Mobile	48.8	35 4	11.5	27 6	22.3	26 9	33.8	10 1	32.4
Montgomery	43.3	39 9	13.6	26 1	21.9	22 7	29.7	11 3	34.8
Opelika	4.4	40 9	15.3	29 7	27.7	21 4	30.8	8 0	26.2
Prichard	7.0	32 8	12.2	35 3	32.6	26 9	38.5	5 0	16.7
Selma	8.3	51 9	21.1	24 1	24.2	17 1	26.8	6 9	27.9
Sheffield	5.1	31 8	10.5	30 7	25.1	28 6	36.3	8 9	28.1
Sylacauga	4.7	35 4	12.9	32 3	29.2	26 0	36.5	6 3	21.4
Talladega	4.4	41 9	15.7	32 8	32.5	19 6	30.2	5 7	20.6
Tuscaloosa	20.0	52 2	22.0	24 1	25.2	17 4	28.1	6 3	24.7

ARKANSAS

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Batesville	2.6	48 1	20.9	31 7	34.2	15 9	26.6	4 3	18.3
Blytheville	6.2	44 4	16.2	28 6	25.7	19 1	26.8	7 9	31.3
Camden	4.6	43 1	16.5	30 3	28.8	20 0	29.4	6 6	25.3
Conway	4.2	58 7	29.4	23 5	29.1	14 4	27.8	3 4	13.7
El Dorado	8.8	36 1	11.3	23 2	17.9	30 4	36.4	10 3	34.4
Fayetteville	9.4	52 3	22.0	25 2	26.2	16 4	26.6	6 1	25.2
Forrest City	2.8	52 4	21.3	24 5	24.7	15 6	24.4	7 5	29.6
Fort Smith	20.2	36 0	12.0	32 0	26.3	24 5	31.4	7 5	30.3
Helena	4.8	57 9	25.6	24 8	27.2	10 7	18.2	6 6	29.0
Hope	3.3	46 9	19.5	29 8	30.8	18 7	30.0	4 6	19.7
Hot Springs	13.3	44 1	16.7	29 1	27.3	19 3	28.0	7 5	28.0
Jonesboro	7.0	41 7	15.2	27 0	24.4	23 6	33.2	7 7	27.2
Little Rock	44.3	34 1	10.1	27 3	20.2	26 8	30.7	11 8	39.0
Magnolia	3.7	44 5	15.6	22 4	19.5	25 5	34.4	7 6	30.5
Newport	2.4	43 4	16.5	26 6	24.9	22 6	32.9	7 4	25.7
North Little Rock	16.4	34 4	11.7	31 2	26.4	26 8	35.2	7 6	26.7
Osceola	1.9	46 8	17.9	28 1	26.8	18 6	27.5	6 5	27.8
Paragould	3.5	45 1	17.1	29 5	27.8	18 2	26.7	7 2	28.4
Pine Bluff	15.7	50 2	20.4	23 5	23.6	19 6	30.6	6 7	25.4
Searcy	2.6	49 5	20.7	28 9	30.0	16 2	26.1	5 4	23.2
Springdale	2.2	42 7	17.4	36 9	37.3	15 4	24.1	5 0	21.2
Stuttgart	3.1	39 2	13.6	29 9	25.8	22 8	30.4	8 1	30.2
Texarkana	6.4	41 4	16.3	31 1	30.4	21 7	33.0	5 8	20.3
West Memphis	3.9	58 3	28.6	24 1	29.3	12 9	24.3	4 7	17.8

FLORIDA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Bradenton	6.4	48 2	18.8	26 1	25.2	17 5	26.4	8 2	29.6
Clearwater	8.6	35 8	11.6	28 5	22.9	24 1	30.1	11 6	35.4
Coral Gables	10.7	38 9	8.0	18 8	9.6	20 1	16.0	22 2	66.4
Daytona Beach	13.8	44 8	17.0	28 6	26.7	18 0	26.4	8 6	29.9
De Land	3.9	51 4	21.9	25 9	27.4	16 2	26.8	6 5	24.1
Fort Lauderdale	17.0	33 1	10.2	27 0	20.5	27 0	31.9	12 9	37.4
Fort Myers	6.3	44 2	16.9	28 6	27.2	18 9	27.8	8 3	28.1
Fort Pierce	5.6	37 2	13.5	31 2	28.3	23 8	33.2	7 8	25.0
Gainesville	14.1	58 0	26.3	21 2	23.8	14 9	26.1	5 9	23.8
Hollywood	7.0	33 0	9.9	27 4	20.4	26 0	30.1	13 6	39.6
Jacksonville	80.0	34 5	11.6	30 2	25.1	25 5	32.9	9 8	30.4
Key West	14.1	42 4	17.0	30 4	30.4	21 5	33.2	5 7	19.4
Lake City	3.0	41 4	16.5	30 3	30.0	22 6	34.7	5 7	18.8
Lake Worth	6.3	46 8	18.2	25 4	24.3	19 5	29.2	8 3	28.3
Lakeland	14.2	40 4	14.2	27 2	23.7	22 6	30.5	9 8	31.6
Miami	118.8	32 3	10.1	28 5	22.0	27 6	33.3	11 6	34.6
Miami Beach	25.4	32 1	6.4	24 5	12.2	22 5	17.5	20 9	63.9
Ocala	4.6	45 0	17.5	27 4	26.4	19 4	29.0	8 2	27.1
Orlando	23.4	36 5	12.1	29 1	23.9	22 8	29.1	11 6	34.9
Palatka	4.1	45 3	18.0	29 6	29.3	17 2	26.4	7 9	26.3
Palm Beach	2.3	34 0	5.7	24 3	10.3	16 9	11.0	24 8	73.0

* Non-incorporated area, for which no data were published by the census.

For further information on population, Effective Buying Income and retail sales see May 10, 1954 Survey of Buying Power.

Now! A Medium that Helps Your Sales Keep Pace with the South's Fastest-Growing State!

Remarkable Pulling Power of ALL-FLORIDA MAGAZINE

Shown by Hundreds of Advertising Returns

Advertisers familiar with mail-order advertising and its significance to all advertising in the medium will recognize the outstanding performance of this case history. Featuring a $19.95 kerosene heater, in two half-page ads, a week apart, the advertiser wrote as follows on October 21, 1954:

"—It really is amazing what results we are getting . . . about 400 inquiries from the two ads . . . every mail brings 25 to 50. It looks like the right ad, the right product, at the right time and the right place to advertise it. This ad in one week has drawn more inquiries than the total of our national advertising in the last six months"

Here's *WHY* All-Florida Magazine Pulls

1—It is a locally edited, four color supplement, distributed through 29 newspapers in forty Florida counties.

2—It offers you economical one-buy coverage of this mass Florida market.

3—Your advertising penetrates 54.4% of Florida population, 48.8% of the state income, and 49.3% of Florida total retail sales.

Get the "All-Florida" Story for Sales Gains in 1955.

National Representatives: JOHN H. PERRY ASSOCIATES — New York, Atlanta, Philadelphia, San Francisco, Los Angeles

all FLORIDA MAGAZINE
Ocala, Florida

Sales Management's

1954 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county ... 27" x 41" ... in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1570 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1954).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: $3.50 a single copy: $3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

PANAMA CITY North Florida's CITY OF PROGRESS
Growing Faster Than Florida

That's what you call GROWING—outgaining the fastest-growing state in the nation!

Florida's population has increased 75% since 1940—Panama City's 187%!

• • • And while Florida's retail sales were soaring 59% these past five years, new industries, new plant construction—new buying power—were giving an even greater boost to Panama City's sales . . . *increasing* them 67%!

• • • The city's retail sales are running well ahead of the state average, by these margins: food, 32% above the state, general merchandise 15%, furniture-household-radio 26%, automotive 19%, drug 5%.

PANAMA CITY—AN ISOLATED MARKET OF 33,300 POPULATION—SERVED ONLY BY THE NEWS-HERALD COMBINATION, WITH DAILY CIRCULATION OF 16,490.

PANAMA CITY NEWS-HERALD
PANAMA CITY, FLORIDA

Representatives: JOHN H. PERRY ASSOCIATES — New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

FLORIDA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Panama City	10.6	31.3	10.8	32.5	27.7	26.7	35.4	9.5	26.1
Pensacola	18.1	38.9	14.1	29.4	26.4	24.0	33.4	7.7	26.1
Plant City	3.3	42.9	17.2	31.2	31.2	20.3	31.3	5.6	20.3
Quincy	2.4	51.6	21.6	24.3	25.1	15.1	24.3	9.0	29.0
Sanford	4.6	50.9	21.8	26.1	27.6	15.7	25.8	7.3	24.8
Sarasota	10.5	38.9	13.2	29.2	24.5	20.6	26.8	11.3	35.5
St. Augustine	5.9	43.6	16.9	30.0	28.9	19.5	29.0	6.9	25.2
St. Petersburg	53.4	39.8	14.3	29.5	28.3	21.9	30.4	8.8	29.0
Tallahassee	17.3	50.0	20.0	23.1	22.9	17.8	27.3	9.1	29.8
Tampa	80.1	37.8	13.9	31.7	28.9	22.7	32.2	7.8	25.0
West Palm Beach	20.3	38.4	13.6	30.5	27.0	22.1	30.2	9.0	29.2
Winter Haven	3.4	37.2	12.7	27.2	23.2	26.2	34.6	9.4	29.5

GEORGIA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Albany	13.6	41.5	14.6	28.2	24.5	21.1	28.7	9.2	32.2
Americus	4.3	52.6	22.7	24.0	25.8	17.6	29.2	5.8	22.3
Athens	13.8	55.5	23.9	21.8	23.3	16.8	28.0	5.9	24.8
Atlanta	181.4	31.3	9.2	29.3	21.3	26.2	29.6	13.2	39.9
Augusta	31.3	39.5	14.5	31.5	28.9	21.0	29.8	8.0	26.8
Brunswick	6.9	38.5	14.4	33.4	31.0	21.2	30.6	6.9	24.0
Cartersville	2.8	36.5	12.7	32.8	28.5	22.8	30.6	7.9	28.2
Cedartown	3.0	29.7	10.7	39.2	35.0	25.1	34.8	6.0	19.5
Columbus	30.7	33.6	11.0	31.0	25.2	25.6	32.5	9.8	31.3
Cordele	3.4	57.9	25.8	22.4	24.6	14.4	24.7	5.3	24.9
Dalton	5.9	30.4	10.4	37.9	32.4	25.4	33.6	6.3	23.6
Decatur	8.3	23.6	5.1	21.7	11.6	31.2	26.0	23.5	57.3

what's your *Florida* I. Q. ?

(Score Yourself 25 For Each Correct Answer)

(1.) The distance between Miami and Pensacola is 270 miles ———, 720 miles ———, 410 miles ———. (2.) The distance between Jacksonville and Pensacola is 370 miles ———, 105 miles ———, 215 miles ———. (3). The world's largest Naval Air Force Training Base is located at Jacksonville ———, Miami ———, Pensacola ———. (4.) The world's largest Air Force proving ground is located near Tampa ———, Jacksonville ———, Pensacola ———, Miami ———.

ANSWERS:
(1) 720 Mi. (2) 370 Mi. (3) Pensacola (4) Pensacola

The PENSACOLA NEWS-JOURNAL
If you scored 100%, then need we say more?

Representatives: JOHN H. PERRY ASSOCIATES—New York • Chicago • Detroit • Atlanta • Philadelphia • San Francisco • Los Angeles

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

GEORGIA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Douglas	2.9	56 0	26.7	26 3	31.1	14 0	25.7	3 7	16.5
Dublin	4.0	53 7	25.0	26 2	30.1	15 5	27.8	4 6	17.1
East Point	9.2	22 6	5.9	25 6	16.8	34 9	35.4	16 9	41.9
Fitzgerald	2.8	48 5	21.6	27 7	30.5	19 3	32.9	4 5	15.0
Gainesville	5.9	42 2	16.0	30 7	28.8	20 5	30.0	6 6	25.2
Griffin	4.9	32 8	10.8	33 9	27.7	23 5	29.8	9 8	31.7
La Grange	8.3	31 1	10.3	33 9	28.0	25 3	32.5	9 7	29.2
Macon	28.1	38 6	13.3	29 9	25.6	22 8	30.2	8 7	30.9
Marietta	8.4	24 3	7.0	30 6	22.1	33 3	37.3	11 8	33.6
Moultrie	4.3	43 3	17.2	34 7	34.0	16 0	24.5	6 0	24.3
Newnan	2.8	44 1	17.6	35 3	34.9	14 7	22.6	5 9	24.9
Rome	11.0	35 8	11.8	29 8	24.6	25 1	32.0	9 3	31.6
Savannah	45.2	38 1	13.4	30 2	26.3	23 3	31.5	8 4	28.8
Statesboro	2.1	52 5	22.2	27 3	28.6	14 2	23.0	6 0	26.2
Thomaston	2.1	34 5	11.9	36 2	30.9	21 2	28.1	8 1	29.1
Thomasville	6.5	49 4	21.3	29 7	31.6	15 8	26.1	5 1	21.0
Tifton	2.8	43 7	17.1	30 1	29.2	19 7	29.6	6 5	24.1
Valdosta	9.5	49 9	20.7	26 9	27.6	16 8	26.8	6 4	24.9
Waycross	7.6	39 8	14.8	29 8	27.5	23 8	34.0	6 6	23.7
West Point	1.5	41 0	15.0	33 8	30.6	17 1	24.0	8 1	30.4

KENTUCKY

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Ashland	10.6	25 0	7.0	26 0	18.2	37 3	40.5	11 7	34.3
Bowling Green	7.9	54 3	24.0	24 9	27.3	15 7	26.7	5 1	22.0
Corbin	3.5	40 9	16.2	29 2	28.6	25 1	38.2	4 8	17.0
Covington	23.1	22 6	6.7	30 9	23.0	36 2	41.7	10 3	28.6
Danville	3.4	40 8	14.6	25 8	22.9	24 7	33.9	8 7	28.6
Elizabethtown	2.8	35 4	11.9	30 9	25.8	24 3	31.4	9 4	30.9
Frankfort	7.4	32 3	10.6	30 6	25.1	27 5	34.8	9 6	29.5
Glasgow	2.7	44 6	16.7	27 2	25.1	20 7	29.7	7 5	28.5
Harlan	1.8	31 7	8.5	29 9	19.9	25 5	26.4	12 9	45.2
Hazard	2.1	30 2	9.1	29 1	21.8	30 0	34.8	10 7	34.3
Henderson	6.4	35 5	12.8	33 5	30.2	23 6	32.9	7 4	24.1
Hopkinsville	5.4	46 2	18.5	32 5	32.3	14 9	23.0	6 4	26.2
Lexington	23.8	44 0	16.5	28 7	26.8	19 4	28.2	7 9	28.5
Louisville	147.1	25 6	7.2	28 4	19.9	32 8	35.6	12 2	37.3
Madisonville	4.1	39 1	13.4	27 3	23.2	23 1	30.6	10 5	32.8
Mayfield	5.1	37 9	14.6	35 2	33.8	21 5	32.0	5 4	19.6
Maysville	3.3	38 3	13.9	30 9	27.8	23 5	32.9	7 3	25.4
Middlesborough	4.5	44 3	17.9	34 6	34.6	16 0	24.8	5 1	22.7
Newport	11.0	23 9	7.5	32 1	24.9	35 8	43.2	8 2	24.4
Owensboro	14.1	32 7	10.6	31 6	25.7	26 7	33.5	9 0	30.2
Paducah	20.9	36 6	13.0	31 9	28.0	23 3	31.8	8 2	27.2
Paris	3.0	38 9	13.6	30 8	26.6	21 4	28.7	8 9	31.1
Pikeville	2.1	38 8	11.5	24 0	17.6	23 9	27.3	13 3	43.6
Richmond	4.9	53 1	22.3	27 2	28.2	13 3	21.6	6 4	27.9
Somerset	2.5	40 9	15.6	31 2	29.3	20 4	30.0	7 5	25.1
Winchester	3.5	44 7	17.0	28 8	27.2	19 3	28.3	7 2	27.5

LOUISIANA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Alexandria	13.7	40 5	13.8	28 7	24.4	20 9	27.4	9 9	34.4
Bastrop	5.3	39 5	14.5	27 8	25.2	25 1	35.3	7 6	25.0
Baton Rouge	53.9	32 1	9.0	21 2	14.7	31 1	33.6	15 6	42.7
Bogalusa	6.3	40 6	15.1	29 3	27.0	21 5	30.7	8 6	27.2
Bossier City	6.5	31 7	10.4	26 6	21.7	31 9	40.3	9 8	27.6
Crowley	4.5	42 7	16.2	33 6	31.8	16 8	24.6	6 9	27.4
Gretna	4.7	31 7	10.0	31 2	24.5	26 7	32.5	10 4	33.0
Houma	3.9	32 5	10.1	27 7	21.2	27 5	32.9	12 3	35.8
Jennings	3.3	39 3	13.8	29 9	26.1	22 4	30.3	8 4	29.8
Lafayette	13.5	43 5	15.6	26 9	23.9	20 0	27.5	9 6	33.0
Lake Charles	20.6	27 8	7.5	26 2	17.8	32 4	34.0	13 6	40.7
Minden	3.6	38 7	14.2	31 0	28.2	23 0	32.6	7 3	25.0
Monroe	17.0	39 7	13.3	28 5	23.8	21 8	28.2	10 0	34.7
New Iberia	5.5	33 7	10.8	28 9	23.0	25 0	30.8	12 4	35.4
New Orleans	223.3	34 0	10.7	29 3	22.8	24 8	30.1	11 9	36.4
Opelousas	4.1	48 6	18.2	24 1	22.4	18 1	26.2	9 2	33.2
Ruston	4.6	53 7	20.9	20 7	19.8	17 1	25.7	8 5	33.6
Shreveport	60.0	37 3	11.8	24 8	19.5	25 5	31.0	12 4	37.7
Thibodaux	2.6	33 1	10.6	34 1	27.3	23 0	28.6	9 8	33.5

MISSISSIPPI

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Biloxi	34.5	52 3	22.5	26 1	28.0	16 1	26.5	5 5	23.0
Brookhaven	3.0	45 8	15.4	27 4	23.0	18 4	24.0	8 4	37.6
Clarksdale	7.0	52 9	21.4	22 8	22.8	17 4	27.1	6 9	28.7
Cleveland	3.1	55 9	23.7	21 8	22.8	15 3	24.8	7 0	28.7
Columbus	6.9	56 5	25.6	24 5	27.3	14 0	24.4	5 0	22.7
Corinth	4.0	47 7	19.3	30 5	30.5	16 2	25.3	5 6	24.9
Greenville	11.7	55 4	23.8	24 5	28.1	13 8	22.6	6 3	27.5
Greenwood	7.6	46 2	16.3	25 9	22.7	18 5	25.1	9 4	35.9
Gulfport	8.4	37 7	13.5	31 9	28.3	23 6	32.5	6 8	25.7
Hattiesburg	12.3	47 5	19.7	27 0	27.6	20 2	32.2	5 3	20.5
Jackson	42.9	38 2	12.3	29 0	23.3	22 6	28.0	10 2	36.4
Kosciusko	2.5	51 5	21.9	26 9	28.1	16 3	26.7	5 3	23.3
Laurel	9.8	47 6	18.7	29 2	28.4	17 2	25.9	6 0	27.0
McComb	3.7	39 6	14.1	28 5	25.2	24 3	33.4	7 6	27.3
Meridian	15.5	45 7	17.6	27 9	26.6	20 2	29.8	6 2	26.0
Natchez	9.3	42 7	14.8	25 4	21.9	23 0	30.7	8 9	32.6
Tupelo	4.7	46 5	17.0	26 4	24.0	19 4	27.2	7 7	31.8
Vicksburg	11.7	51 8	20.5	21 8	21.4	19 1	29.0	7 3	29.1
Yazoo	3.7	59 0	27.0	22 9	26 0	12 2	21.5	5 9	25.5

NORTH CAROLINA

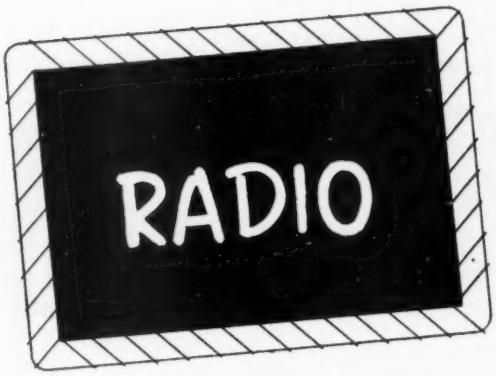
CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Albemarle	4.3	24 7	8.0	36 8	29.5	29 4	36.7	9 1	25.8
Asheboro	3.0	28 1	8.9	32 4	25.3	29 1	35.6	10 4	30.2
Asheville	21.0	32 3	10.7	32 8	27.0	25 1	32.0	9 8	30.3
Burlington	9.3	20 7	5.5	30 5	20.4	34 6	35.8	14 2	38.3
Charlotte	53.5	26 5	7.0	28 1	18.4	29 7	30.4	15 7	44.2
Concord	5.6	27.4	8.4	32 3	24.6	30 0	35.6	10 3	31.4
Dunn	2.2	38 8	14.1	34 3	30.8	18 6	26.0	8 3	29.1
Durham	29.3	36 4	12.4	28 8	24.4	25 2	33.0	9 6	30.2
Elizabeth City	4.8	42 7	16.7	29 6	28.6	21 4	32.1	6 3	22.6
Fayetteville	14.3	35 1	12.2	33 3	28.7	23 0	30.9	8 6	28.2
Gastonia	9.0	23 9	7.2	36 1	26.8	29 5	34.2	10 5	31.8
Goldsboro	7.8	45 7	17.8	29 4	28.3	17 9	26.8	7 0	27.1

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must. They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the data and the advertisements.

IF YOU WANT TO ADVERTISE...



IN AN IMPORTANT LOCAL MARKET...



ECONOMICALLY...



YET WITH SATURATION FREQUENCY...



REMEMBER *WHAS*

AND THE GROWING KENTUCKIANA MARKET

Today radio—and *only* radio—can give you mass circulation at so low a cost that you can afford to tell and re-tell your story with *saturation frequency.*

And in the booming Kentuckiana market—one of the fastest-growing in the nation—Louisville's WHAS stands unequalled in coverage . . . in facilities . . . in programming . . . and in public service.

REPRESENTED NATIONALLY BY
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO



MEASURE OF A GREAT RADIO STATION

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Manager*

• Associated with the Courier-Journal and Louisville Times

THE SALISBURY POST POINTS WITH PRIDE TO 50 GOLDEN YEARS OF PUBLIC SERVICE

Only a newspaper grows up like a newspaper. It is at once a tangible and intangible. It is presses and paper and ink and people . . . but it is even more . . . and the "even more" is the intangible.

When it is 50 years old, as is the Salisbury Post, it is all of the character, all of the spirit of all of the directive brains which gave it birth and nourished it through the years.

Not with ambitious intent, but by day by day devotion to duty, the Salisbury Post has become a great newspaper . . . as great in its sphere as the giants of New York and Chicago and San Francisco.

Throughout the years it has tempered its editorial policy with reason, its news with fairness to all, its advertising with energy and honesty.



1905 1955

From its tiny inception through its struggling years, the Post has held fast to the ideal that only through everlasting devotion to public service does it justify its perpetuation.

Yes . . . we are mighty proud of our 50 years.

J. F. Hurley — Publisher

P. G. Laughridge — Adv. Director

Ward-Griffith Company — Representatives

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

NORTH CAROLINA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Greensboro	33.1	33 6	10.2	26 3	19.7	26 6	31.1	13 5	39.0
Greenville	6.7	51 4	20.6	23 9	23.7	17 3	26.7	7 4	29.0
Henderson	3.7	35 8	12.1	31 6	26.6	24 4	31.8	8 2	29.5
Hendersonville	2.4	41 5	15.5	32 9	30.5	18 2	26.1	7 4	27.9
Hickory	5.5	28 8	9.1	33 4	26.1	29 8	36.2	8 0	28.6
High Point	14.6	27 9	8.5	33 2	25.3	27 8	32.8	11 1	33.4
Kannapolis	9.3	15 9	4.6	35 5	25.7	37 2	41.7	11 4	28.0
Kinston	9.0	46 3	17.7	28 6	27.3	17 3	25.4	7 8	29.6
Lenoir	2.7	29 3	9.2	39 4	30.6	21 7	26.2	9 6	34.0
Lexington	4.3	25 3	7.8	36 6	28.0	29 5	35.1	8 6	29.1
Lumberton	3.4	40 9	13.5	27 4	22.3	21 5	27.2	10 2	37.0
Monroe	3.2	37 6	13.9	34 2	31.3	21 3	30.5	6 9	24.3
Morganton	2.9	30 2	10.1	34 1	28.5	27 3	35.4	8 4	26.0
Mount Airy	2.6	32 0	10.2	35 7	28.3	23 5	28.9	8 8	32.6
New Bern	6.2	45 3	17.8	28 9	27.9	19 2	29.1	6 6	25.2
North Wilkesboro	1.6	40 0	13.8	31 7	27.1	19 1	25.3	9 2	33.8
Raleigh	30.4	39 1	12.6	25 4	20.3	23 6	29.2	11 9	37.9
Reidsville	4.2	28 7	9.3	33 5	27.0	28 4	35.6	9 4	28.1
Roanoke Rapids	2.7	19 7	5.7	34 3	24.6	33 9	37.7	12 1	32.0
Rockingham	1.1	34 8	11.5	35 2	28.9	20 9	26.6	9 1	33.0
Rocky Mount	9.7	34 3	11.2	32 0	25.8	24 2	30.3	9 5	32.7
Salisbury	8.1	31 1	9.6	28 3	21.7	30 0	35.7	10 6	33.0
Sanford	3.7	29 1	9.6	36 1	29.5	25 8	32.8	9 0	28.1
Shelby	5.7	28 3	8.7	32 1	24.5	28 0	33.3	11 6	33.5
Statesville	5.8	35 1	12.5	33 9	29.8	23 6	32.1	7 4	25.6
Tarboro	2.7	38 4	12.6	27 7	22.5	23 3	29.3	10 6	35.6
Washington	3.3	51 7	24.1	29 6	34.1	14 5	25.9	4 2	15.9
Whiteville	1.6	33 1	11.4	36 2	30.9	21 9	29.2	8 8	28.5
Wilmington	19.2	39 2	14.9	30 5	28.7	22 2	32.5	8 1	23.9
Wilson	9.0	40 3	13.6	30 0	25.1	19 7	25.7	10 0	35.6
Winston-Salem	36.5	30 4	9.5	32 4	25.1	25 7	31.1	11 5	34.3

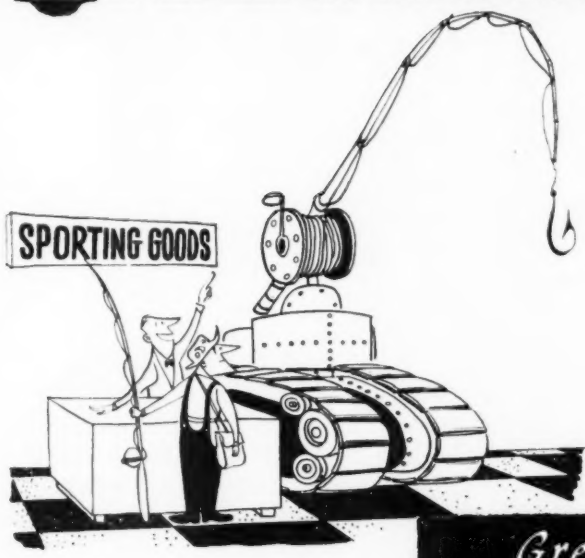
SOUTH CAROLINA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Anderson	7.2	31 7	10.1	33 0	26.2	25 5	31.3	9 8	32.4
Charleston	28.1	48 9	18.6	24 4	23.0	19 1	28.1	7 6	30.3
Chester	2.4	40 0	13.9	27 4	23.6	24 2	32.4	8 4	30.1
Columbia	35.7	39 7	13.4	27 2	22.7	22 2	28.8	10 9	35.1
Conway	2.1	41 2	14.1	29 2	24.6	20 6	27.0	9 0	34.3
Florence	8.9	44 0	16.7	27 2	25.6	21 6	31.5	7 2	26.2
Gaffney	3.2	36 3	13.0	31 0	27.5	25 3	34.9	7 4	24.6
Georgetown	2.0	32 7	9.8	30 0	22.3	24 1	27.7	13 2	40.2
Greenville	25.8	35 4	10.3	27 6	19.9	24 4	27.2	12 6	42.6
Greenwood	5.2	31 2	9.5	31 3	23.6	26 9	31.5	10 6	35.4
Greer	1.8	25 9	8.2	29 9	23.5	34 5	42.1	9 7	26.2
Hartsville	2.0	38 7	13.1	24 4	20.5	26 5	34.7	10 4	31.7
Lancaster	2.6	29 7	9.8	36 5	29.7	24 2	30.6	9 6	29.9
Laurens	2.9	33 1	10.3	28 8	22.3	26 9	32.4	11 2	35.0
Newberry	2.7	40 9	15.4	27 1	25.3	25 8	37.3	6 2	22.0
Orangeburg	6.2	59 4	25.9	20 9	22.5	13 0	21.8	6 7	29.8
Rock Hill	10.2	33 6	10.8	27 1	21.8	28 1	35.0	11 2	32.4
Spartanburg	14.7	35 0	11.5	29 7	24.1	25 3	31.9	10 0	32.5
Sumter	8.0	42 6	16.5	31 0	29.6	19 6	29.1	6 8	24.8
Union	3.4	35 6	12.3	31 7	27.2	23 9	31.9	8 8	28.6

TENNESSEE

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Bristol	6.1	27 1	7.9	29 2	21.3	32 9	37.1	10 8	33.7
Chattanooga	47.0	34 3	11.9	32 9	28.4	24 6	32.9	8 2	26.8
Clarksville	6.5	39 4	13.9	31 9	28.0	20 6	26.0	8 1	30.1
Cleveland	4.4	40 5	16.0	33 0	32.3	21 4	32.5	5 1	19.2
Columbia	4.0	36 4	13.3	32 5	29.4	24 7	34.6	6 4	22.7
Covington	1.9	45 5	16.3	27 8	24.6	17 2	23.7	9 5	35.4
Dyersburg	4.2	42 9	16.3	30 6	28.7	19 0	27.8	7 5	27.2
Elizabethton	3.7	31 8	10.0	27 3	21.1	30 1	36.4	10 8	32.5
Greeneville	3.1	39 1	14.9	33 4	31.6	21 2	31.1	6 3	22.4
Jackson	13.1	42 3	15.9	27 5	25.6	22 3	32.2	7 9	26.3
Johnson City	10.1	37 2	12.6	28 8	24.2	24 3	31.7	9 7	31.5
Kingsport	7.6	22 6	5.8	28 3	18.0	32 9	32.4	16 2	43.8
Knoxville	47.1	34 4	11.6	30 4	25.5	25 8	33.5	9 4	29.4
Lawrenceburg	1.7	46 6	18.3	28 2	27.5	19 7	29.9	5 5	24.3
Lebanon	3.0	45 3	18.9	31 1	32.2	19 1	30.7	4 5	18.2
Maryville	3.9	38 9	13.9	32 0	28.2	21 3	29.2	7 8	28.7
McMinnville	2.9	45 0	18.0	32 3	32.1	16 9	25.9	5 8	24.0
Memphis	162.3	33 5	10.6	28 8	22.6	26 2	31.9	11 5	34.9
Morristown	4.7	37 0	14.4	35 5	34.2	22 4	33.7	5 1	17.7
Murfreesboro	5.4	41 2	15.2	29 6	27.0	20 4	29.0	8 8	28.8
Nashville	76.6	37 9	13.4	29 6	25.8	23 8	32.4	8 7	28.4
Oak Ridge	10.5	10 8	2.7	18 8	11.9	48 2	47.4	22 2	38.0
Paris	3.5	41 2	15.3	29 3	26.8	21 1	30.1	8 4	27.8
Pulaski	2.2	47 5	19.0	25 8	25.6	20 2	31.3	6 5	24.1
Shelbyville	3.4	41 0	15.6	34 7	32.8	17 2	25.3	7 1	26.3
Union City	3.1	42 3	16.4	32 7	31.6	19 4	29.0	5 6	23.0

"This is the size we sell in the Growing Greensboro Market!"



THE REELS ARE REALLY BIG in the Growing Greensboro Market—and no one denies they're needed to land 1/5 of North Carolina's $3 billion retail sales! . . . Store purchases in the Greensboro ABC Retail Trading Area last year exceeded $600 million—an increase of $35 million over the previous year . . . All the way across the board in the ten most important store sales classifications, you'll find the Growing Greensboro Market sets the pace in North Carolina in sales volume and in sales gains . . . The one, big, time-tested medium most advertisers use in this rich and productive market, is the 100,000-plus daily circulation of the GREENSBORO NEWS and RECORD. . . .

Only medium with dominant coverage in the Growing Greensboro Market, and with selling influence in over half of North Carolina!

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

* Sales Management Figures

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

VIRGINIA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Alexandria	28.3	13.8	2.4	18.5	8.0	35.4	24.1	32.3	65.5
Bristol	5.4	39.1	14.5	29.5	27.2	24.3	34.8	7.1	23.5
Charlottesville	10.9	38.3	13.0	30.2	25.4	21.9	28.7	9.6	32.9
Covington	2.0	24.2	7.1	27.5	20.3	38.1	43.4	10.2	29.2
Danville	16.0	32.3	10.0	31.2	24.0	25.4	30.3	11.1	35.7
Fredericksburg	5.2	40.7	14.0	23.3	19.9	26.9	35.7	9.1	30.4
Front Royal	3.0	23.8	7.1	28.9	21.4	37.2	42.9	10.1	28.6
Hampton	26.7	29.9	9.4	26.1	20.4	32.7	39.7	11.3	30.5
Harrisonburg	4.8	44.4	15.9	25.7	22.7	20.9	28.8	9.0	32.6
Hopewell	5.3	33.8	11.8	29.9	26.1	27.6	37.2	8.7	24.9
Lynchburg	17.6	34.1	10.7	28.9	22.6	27.0	32.6	10.0	34.1
Martinsville	6.3	26.7	8.1	35.8	27.2	26.9	31.6	10.6	33.1
Newport News	17.2	33.1	11.3	30.4	25.8	27.6	36.4	8.9	26.5
Norfolk	107.8	37.9	12.9	26.8	22.7	25.2	33.0	10.1	31.4
Petersburg	12.3	35.4	12.1	32.8	28.0	23.4	30.9	8.4	29.0
Portsmouth	37.9	37.6	13.7	29.1	26.3	25.7	36.0	7.6	24.0

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

Cover The Rich Virginia Markets With WTVR

	Richmond Rank	% Standing*
Total Income	47	3
Total Retail Sales	43	3
Food Sales	49	4
General Merchandise Sales	37	2
Furniture-Household-Radio Sales	42	3
Automotive Sales	54	5
Drug Sales	41	3

(*Rankings and percentages in comparison with 1,042 leading U. S. cities. Source: SALES MANAGEMENT)

AND—"ALL STATE SERVICE" WTVR-TV gives coverage of the leading Virginia markets, including Norfolk. First stations of Virginia in radio and television both, the Pioneer Havens and Martin, Inc. Stations—WTVR-TV, WMBG-AM, and WCOD-FM—deliver a loyal, time-tested audience in this expanding area of consistently strong buying power.

PIONEER NBC Outlets For Virginia's First Market
WMBG Represented Nationally by the Bolling Company
WTVR Represented Nationally by Blair TV, Inc.

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

VIRGINIA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Pulaski	3.2	25 9	8.1	37 1	28.8	28 6	34.4	8 4	28.7
Richmond	91.5	27 8	7.5	28 1	18.9	28 7	30.1	15 4	43.5
Roanoke	33.8	23 9	6.5	27 9	19.0	34 2	36.0	14 0	38.5
South Boston	2.1	30 8	10.5	33 3	28.1	27 8	36.4	8.1	25.0
Staunton	7.2	30 7	9.7	33 4	26.2	25 7	31.4	10 2	32.7
Suffolk	4.4	34 1	11.2	29 8	24.3	26 5	33.5	9 6	31.0
Virginia Beach	2.6	27 5	8.0	29 5	21.3	29.3	32.8	13 7	37.9
Warwick	20.5	33 5	11.1	27 0	22.2	29 2	37.2	10 3	29.5
Waynesboro	4.4	23 0	6.3	28 0	19.0	35 1	37.1	13 9	37.6
Winchester	5.3	32 6	10.6	32 3	25.8	25 7	32.1	9 4	31.5
Wytheville	1.8	38 3	13.6	30 6	26.9	22 4	30.8	8 7	28.7

SOUTHWEST AREA

ARIZONA

CITY	Total Consumer Units (thous.)	$0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Douglas	3.4	33 5	11.3	26 5	22.0	31 8	41.3	8 2	25.4
Flagstaff	2.9	32 5	10.4	28 4	22.7	29 7	36.8	9 4	30.1
Mesa	6.7	32 2	10.3	28 7	22.8	29 3	36.2	9 8	30.7
Nogales	2.0	38 9	12.5	26 3	21.0	24 0	29.7	10 8	368.
Phoenix	52.4	31 6	9.5	26 6	19.9	29 5	34.2	12 3	36.4
Prescott	3.0	31 2	10.1	27 1	21.9	31 5	39.5	10 2	28.5
Tucson	22.1	37 7	12.1	24 6	19.7	26 1	32.4	11 6	35.8
Yuma	3.4	23 7	6.3	23 7	15.8	38 7	40.0	13 9	37.9

NEW MEXICO

CITY	Total Consumer Units (thous.)	$0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Albuquerque	50.2	25 6	7.1	26 8	18.3	32 2	34.3	15.4	40.3
Artesia	3.4	22 9	5.4	24 4	14.2	34 8	31.6	17 9	48.8
Carlsbad	7.7	21 0	5.2	20 2	12.4	42 5	40.6	16 3	41.8
Clovis	6.9	26 9	7.4	27 2	18.5	31 0	32.7	14 9	41.4
Gallup	3.1	33 2	10.6	29 1	23.2	26 6	32.8	11 1	33.4
Hobbs	6.0	18 8	4.8	18 9	11.7	45 0	42.9	17 3	40.8
Las Cruces	4.1	37 5	12.8	26 6	22.7	26 2	34.6	9 7	29.9
Los Alamos	5.0	6 4	1.5	16 4	9.5	49 2	44.5	28 0	44.5
Portales	3.4	37 0	12.9	31 4	27.1	22 9	30.7	8 7	29.3
Roswell	11.2	29 1	8.1	27 8	19.1	28 0	29.9	15 1	42.9
Santa Fe	10.3	32 9	9.8	27 1	20.1	25 8	29.8	14 2	40.3
Silver City	2.9	31 1	9.5	25 0	19.0	32 0	37.7	11 9	33.8
Tucumcari	3.0	32 9	11.0	31 3	26.6	26 4	34.0	9 4	29.0



custom tailored

Outdoor Advertising fits your distribution pattern to a "T".

Schedules can be tailored to cover only the markets where your product is sold at the time that's best for you.

DU PONT uses Outdoor Advertising to reach motorists where anti-freeze is needed, when it's needed most.



ASK YOUR ADVERTISING AGENCY ABOUT OUTDOOR ADVERTISING.

outdoor advertising reaches the most people – most often – at lowest cost

THE STANDARD GROUP OF OUTDOOR ADVERTISING COMPANIES

444 MADISON AVENUE, NEW YORK 22



TRIAL BY JURY... FOR BETTER TV

Each week at 285 Madison Avenue, 70 typical viewers—different ones every week—sit down and watch television shows and commercials.

By indicating what they like, and what leaves them cold, they help answer such questions as:

. . . Does your commercial arouse interest quickly?

. . . Does your commercial devote sufficient time to the *main* sales theme?

. . . Does your commercial hold the viewer all the way through it?

. . . Does your commercial make the viewer feel *more* like buying your product?

These audience juries have been meeting since 1946.

They have reviewed 532 TV shows and 1,640 commercials.

Out of their reactions, Y & R has uncovered many facts—eliminated many fancies.

Result: better television for Y & R clients.

YOUNG & RUBICAM, INC.

ADVERTISING • New York • Chicago • Detroit • San Francisco
Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London



KGUL-TV SELLS YOUR PRODUCTS AND SERVICES IN THE GREAT GULF COAST MARKET AREA

The ever increasing popularity of this great CBS Basic Affiliate assures maximum audience and acceptance of your products and services. **Your best Texas buy is KGUL-TV.**

KGUL-TV, GALVESTON

Represented Nationally by CBS TV Spot Sales

SM INCOME BREAKDOWN OF CONSUMER SPENDING1UNITS — (Cont.)

OKLAHOMA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Ada	6.2	40.0	14.0	26.1	22.8	25.8	34.9	8.1	28.3
Altus	3.5	39.4	14.4	32.7	29.6	20.0	28.2	7.9	27.8
Alva	2.5	35.4	11.4	28.5	22.9	26.0	32.4	10.1	33.3
Ardmore	6.7	33.6	13.3	26.4	22.0	24.3	31.5	9.7	33.2
Bartlesville	7.8	19.3	4.2	21.8	12.0	35.8	30.5	23.1	53.3
Blackwell	3.4	33.5	10.3	26.1	21.8	37.0	48.1	6.4	19.8
Chickasha	6.3	46.5	18.3	27.0	26.4	18.8	28.4	7.7	26.9
Clinton	3.2	34.9	12.0	32.5	27.6	23.5	31.1	9.1	29.3
Cushing	4.0	34.3	11.3	25.6	21.0	30.5	38.7	9.6	29.0
Duncan	6.2	27.2	8.4	26.4	20.2	35.6	42.4	10.8	29.0
Durant	3.7	51.4	23.2	26.0	29.0	17.8	30.9	4.8	16.9
El Reno	3.9	27.2	8.9	32.1	26.0	31.4	39.5	9.3	25.6
Elk City	3.1	32.4	10.0	24.6	18.9	32.0	38.1	11.0	33.0
Enid	14.9	28.4	9.0	30.1	23.7	31.8	38.9	9.7	28.4
Guthrie	4.1	47.1	19.3	26.4	26.8	20.6	32.6	5.9	21.3
Guymon	1.9	20.2	4.4	20.8	11.4	37.9	32.0	21.1	52.2
Lawton	14.5	34.4	11.7	28.4	24.1	28.1	36.9	9.1	27.3
McAlester	6.1	40.4	15.5	30.4	28.9	22.4	33.0	6.8	22.6
Miami	4.4	31.1	10.3	28.7	23.6	32.1	41.0	8.1	25.1
Muskogee	14.9	38.9	13.6	26.5	22.9	25.4	34.2	9.2	29.3
Norman	14.1	53.3	22.7	21.7	23.0	19.2	31.6	5.8	22.7
Oklahoma City	97.7	25.7	7.4	28.5	20.5	32.7	36.4	13.1	35.7
Okmulgee	7.4	44.3	17.8	28.9	28.8	21.5	33.3	5.3	20.1
Pauls Valley	2.4	31.4	11.0	29.2	25.5	32.3	43.5	7.1	20.0
Ponca City	7.9	22.5	6.1	24.1	16.4	39.4	41.5	14.0	36.0
Sapulpa	4.6	34.8	12.5	28.9	25.7	29.8	41.3	6.5	20.5
Seminole	3.9	33.8	11.6	25.7	21.7	34.0	44.8	6.5	21.9
Shawnee	10.0	41.8	16.3	28.0	27.0	24.2	36.2	6.0	20.5
Stillwater	11.0	59.7	28.1	18.5	21.5	15.2	31.1	4.6	19.3
Tulsa	81.5	24.7	6.4	25.7	16.6	33.7	33.9	15.9	43.1
Woodward	2.1	31.2	10.1	29.7	23.9	29.9	37.3	9.2	28.7

TEXAS

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Abilene	21.7	32.7	10.0	27.0	20.5	28.3	33.4	12.0	36.1
Alice	5.5	33.3	10.1	26.1	19.5	27.5	32.0	13.1	38.4
Amarillo	38.2	22.3	5.6	24.0	15.0	36.4	35.5	17.3	43.9
Athens	1.9	46.3	18.9	27.8	28.2	17.5	27.4	8.4	25.5
Austin	64.0	40.1	13.2	25.1	20.6	23.8	30.3	11.0	35.9
Bay City	4.2	38.1	11.4	22.7	16.9	24.9	29.8	14.3	42.9
Baytown	8.9	17.1	4.1	17.8	10.7	46.1	43.1	19.0	42.1
Beaumont	35.7	24.6	6.5	24.2	16.1	36.3	37.4	14.9	40.0
Beeville	3.3	39.5	13.3	25.6	21.4	25.6	33.1	9.3	32.2
Big Spring	7.6	22.1	5.8	25.2	16.3	36.1	36.4	16.6	41.5
Borger	8.0	14.4	3.4	18.7	11.2	50.1	48.5	16.8	38.9
Breckenridge	2.7	31.3	9.4	26.1	19.5	30.6	35.6	12.0	35.5
Brenham	2.8	50.9	22.4	26.9	29.3	16.5	27.9	5.7	20.4
Brownfield	2.7	21.1	5.5	29.9	19.4	33.8	34.2	15.2	40.9
Brownsville	11.9	46.2	16.9	24.6	22.3	20.1	28.2	9.1	32.6
Brownwood	8.3	42.2	15.9	27.4	25.4	22.9	33.0	7.5	25.7
Bryan	8.1	40.9	14.7	27.5	24.4	23.0	31.6	8.6	29.1
Childress	3.0	34.0	11.0	27.9	22.4	29.6	37.0	8.5	29.6
Cleburne	5.1	32.0	10.7	27.3	22.5	32.4	41.6	8.3	25.2
Conroe	3.1	44.2	16.9	23.8	22.4	22.8	33.4	9.2	27.3
Corpus Christi	45.6	25.1	6.7	28.2	18.6	31.5	32.3	15.2	42.4
Corsicana	7.6	42.5	16.4	28.5	27.2	21.0	31.2	8.0	25.2
Dallas	217.5	23.3	6.1	27.3	17.6	33.4	33.6	16.0	42.7
Del Rio	3.7	47.1	18.6	26.5	25.9	17.5	26.6	8.9	28.9
Denison	6.8	34.4	12.1	31.5	27.4	25.3	34.3	8.8	26.2
Denton	12.9	58.1	26.8	19.5	22.3	16.3	29.0	6.1	21.9
Edinburg	4.6	50.4	20.9	24.0	24.8	17.8	28.4	7.8	25.9
El Campo	2.9	31.5	9.4	26.8	19.8	28.9	33.2	12.8	37.6
El Paso	52.3	31.5	9.4	27.0	19.9	27.6	31.6	13.9	39.1
Fort Worth	131.8	25.6	7.4	27.5	19.6	33.6	37.2	13.3	35.8
Gainesville	4.5	36.9	12.6	29.7	25.3	24.2	32.0	9.2	30.1
Galveston	28.6	29.2	8.4	27.8	19.8	30.0	33.2	13.0	38.6
Garland	6.2	19.6	5.2	26.6	17.7	39.6	41.0	14.2	36.1
Gonzales	2.0	49.0	21.1	28.3	30.1	16.4	27.2	6.3	21.6
Grand Prairie	8.3	18.9	5.1	28.9	19.7	38.6	40.7	13.6	34.5
Greenville	6.0	42.5	17.0	30.1	29.9	20.8	32.0	6.6	21.1
Harlingen	9.4	41.2	13.8	25.7	21.4	22.6	29.1	10.5	35.7
Henderson	2.7	41.1	14.7	24.3	21.6	23.9	32.9	10.7	30.8
Hereford	2.2	27.2	6.9	25.2	16.0	32.7	32.3	14.9	44.8
Highland Park	5.6	23.5	2.7	16.2	4.8	19.6	8.9	40.7	83.6
Hillsboro	3.5	40.9	16.3	31.0	30.4	21.4	32.8	6.7	20.5
Houston	264.4	24.0	6.2	26.4	17.2	33.7	33.9	15.9	42.7
Jacksonville	3.6	44.4	17.2	27.6	26.4	19.5	28.9	8.5	27.5
Kerrville	3.6	35.5	12.1	31.0	26.2	24.9	32.7	8.6	29.0
Kilgore	4.2	26.4	7.4	24.9	17.2	34.8	37.5	13.9	37.9
Kingsville	7.1	37.2	12.0	25.0	20.1	25.3	31.5	12.5	36.4
Lamesa	4.3	25.2	6.6	30.8	20.0	29.1	29.4	14.9	44.0
Laredo	14.4	52.9	23.2	25.9	28.1	14.4	24.5	6.8	24.2
Levelland	3.9	16.7	3.8	24.5	13.8	39.3	34.3	19.5	48.1
Littlefield	2.4	27.5	8.2	32.1	23.9	29.2	33.7	11.2	34.2
Longview	9.9	30.7	9.1	26.4	19.4	30.4	34.7	12.5	36.8
Lubbock	41.9	29.6	8.1	25.5	17.3	29.0	30.6	15.9	44.0
Lufkin	9.2	34.0	11.6	32.7	27.9	24.4	32.1	8.9	28.4
Marlin	2.6	49.5	21.0	26.3	27.6	17.4	28.4	6.8	23.0
Marshall	8.8	45.9	19.0	26.6	27.3	21.0	33.6	6.5	20.1
McAllen	7.8	45.3	17.0	25.3	23.5	18.8	27.1	10.6	32.4
McKinney	4.2	36.9	13.7	33.4	30.7	22.8	32.5	6.9	23.1
Midland	10.4	16.5	2.9	19.3	8.6	37.4	26.0	26.8	62.5
Mineral Wells	4.2	42.9	17.6	31.6	32.0	19.6	30.9	5.9	19.5
Monahans	2.4	20.1	5.3	23.6	15.5	41.1	42.1	15.2	37.1
Mount Pleasant	2.5	39.9	14.7	27.4	25.0	25.8	36.6	6.9	23.7
Nacogdoches	5.1	50.4	21.5	25.8	27.3	17.4	28.6	6.4	22.6

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

TEXAS — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
New Braunfels	4.8	31 4	10.2	34 6	28.1	26 0	32.8	8 0	28.9
Odessa	15.6	13 7	3.0	19 3	10.5	46 5	39.3	20 5	47.2
Orange	10.1	26 1	7.9	25 7	19.2	37 2	43.3	11 0	29.6
Palestine	5.7	41 8	14.8	23 4	20.5	25 8	35.2	9 0	29.5
Pampa	6.7	19 2	4.7	22 3	13.5	42 1	39.8	16 4	42.0
Paris	8.7	47 4	20.7	29 1	31.4	18 5	31.1	5 0	16.8
Pasadena	10.4	13 9	3.4	19 4	12.0	50 6	48.6	16 1	36.0
Pecos	3.1	23 8	6.6	29 3	20.4	32 1	34.5	14 8	38.5
Plainview	6.0	26 6	6.8	27 3	17.3	28 6	28.1	17 5	47.8
Port Arthur	22.7	21 9	5.8	19 9	13.2	44 0	45.3	14 2	35.7
Raymondville	3.1	54 2	22.7	19 5	20.1	17 9	28.8	8 3	28.4
Rosenberg	2.6	38 0	13.4	27 7	24.3	26 8	36.5	7 5	25.8
San Angelo	23.2	30 9	9.3	29 3	21.9	27 4	31.8	12 4	37.0
San Antonio	151.0	33 6	11.0	30 4	24.8	25 8	32.5	10 2	31.7
San Benito	4.5	49 4	18.5	24 4	22.7	17 7	25.5	8 5	33.3
Seguin	3.7	43 1	17.3	28 8	28.5	21 4	33.0	6 7	21.2
Sherman	8.7	32 9	11.3	30 7	26.2	28 2	37.4	8 2	25.1
Snyder	6.5	21 2	5.7	24 2	16.4	40 0	42.0	11 6	35.9
Sulphur Springs	3.7	45 1	18.7	31 0	31.7	16 7	26.7	7 2	22.9
Sweetwater	5.5	24 4	7.0	31 0	22.1	31 8	35.1	12 8	35.8
Taylor	3.3	44 1	17.9	28 2	28.3	20 9	32.7	6 8	21.1
Temple	10.8	33 0	10.8	31 0	25.3	26 5	33.6	9 5	30.3
Terrell	3.5	44 8	18.6	28 4	29.3	21 0	33.5	5 8	18.6
Texarkana	10.1	39 1	14.7	28 6	26.7	25 5	36.9	6 8	21.7
Texas City	7.9	19 2	5.1	23 3	15.6	43 6	45.1	13 9	34.2
Tyler	17.4	35 7	11.5	26 8	21.3	25 9	32.0	11 6	35.2
University Park	12.5	25 5	3.7	16 6	6.1	23 0	13.1	34 9	77.1
Uvalde	2.9	37 9	13.1	31 9	27.4	21 1	28.2	9 1	31.3
Vernon	5.0	29 2	8.6	31 5	23.6	27 5	32.0	11 8	35.6
Victoria	7.6	31 3	9.4	25 1	18.7	30 9	35.8	12 7	36.1
Waco	37.5	36 7	12.4	28 4	23.7	25 1	32.7	9 8	31.2
Waxahachie	4.8	40 3	15.0	29 5	27.3	22 6	32.2	7 6	25.5
Weatherford	3.8	38 0	13.2	28 6	24.6	25 5	34.1	7 9	28.1
Weslaco	3.9	58 1	26.0	19 6	21.8	14 6	25.2	7 7	27.0
Wichita Falls	39.1	42 7	14.5	22 4	18.8	24 8	32.4	10 1	34 3

CENTRAL AREA

ILLINOIS

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Alton	12.4	24 6	6.6	22 9	15.2	37 5	38.7	15 0	39.5
Aurora	18.5	18 9	4.4	20 1	11.9	41 3	37.6	19 7	46.1
Belleville	14.4	25 8	7.5	25 3	18.3	36 3	40.9	12 6	33.3
Belvidere	3.4	20 2	5.3	21 0	13.6	44 0	44.6	14 8	36.5
Berwyn	17.3	10 5	1.8	13 7	6.0	43 5	29.3	32 3	62.9
Bloomington	14.6	30 2	8.7	26 2	18.9	29 8	33.2	13 8	39.2
Blue Island	5.8	14 6	3.3	18 2	10.3	43 4	36.0	23 8	48.4
Cairo	6.0	50 8	22.6	28 0	30.9	16 6	28.4	4 6	18.1
Canton	4.9	26 1	7.4	22 8	16.2	38 1	42.0	13 0	34.4
Carbondale	5.0	44 8	16.6	22 2	20.5	21 4	30.5	11 6	32.4
Centralia	5.1	29 5	9.0	25 4	19.2	33 6	39.4	11 5	32.4
Champaign	21.8	47 3	17.5	19 3	17.8	21 9	31.2	11 5	33.5
Charleston	4.1	42 6	15.6	24 7	22.4	25 2	35.4	7 5	26.6
Chicago	1392.1	19 2	4.6	22 2	13.3	37 7	35.1	20 9	47.0
Chicago Heights	8.3	17 2	4.2	23 2	14.4	41 3	39.5	18 3	41.9
Cicero	22.8	12 3	2.7	15 2	8.4	47 2	40.5	25 3	48.4
Collinsville	4.3	22 0	5.8	22 2	14.5	40 7	41.4	15 1	38.3
Danville	14.5	24 6	7.2	28 3	20.7	35 3	40.0	11 8	32.1
De Kalb	5.1	39 6	13.2	19 4	16.0	31 9	41.1	9 1	29.7
Decatur	25.9	23 4	6.4	24 7	17.1	37 6	40.0	14 3	36.5
Des Plaines	6.7	12 9	2.3	14 7	6.5	42 3	29.2	30 1	62.0
Dixon	4.6	19 3	4.9	24 8	15.8	39 6	39.3	16 3	40.0
Downers Grove	4.5	13 0	2.3	12 5	5.4	43 2	29.2	31 3	63.1
East Moline	4.3	15 2	3.9	20 7	13.4	48 1	48.1	16 0	34.6
East St. Louis	29.8	30 6	10.2	28 9	23.7	30 9	39.6	9 6	26.5
Edwardsville	3.0	20 4	5.2	19 6	12.5	43 0	42.7	17 0	39.6
Effingham	2.5	31 3	10.7	30 8	26.3	27 7	36.6	10 2	26.4
Elgin	15.0	18 5	4.4	21 5	12.8	40 7	37.6	19 3	45.2
Elmhurst	8.1	14 3	2.2	10 0	3.7	38 5	22.7	37 2	71.4
Elmwood Park	6.1	8 5	1.4	11 2	4.7	46 6	30.2	33 7	63.7
Evanston	32.4	28 1	4.5	15 4	6.2	25 9	16.2	30 6	73.1
Fairfield	2.3	34 4	11.8	30 8	26.3	23 0	30.5	11 8	31.4
Forest Park	5.2	14 4	3.3	15 8	8.9	45 3	39.7	24 5	48.1
Freeport	8.4	25 3	7.4	25 4	18.4	36 3	40.8	13 0	33.4
Galesburg	12.7	27 6	8.3	24 8	18.6	36 1	42.0	11 5	31.1
Granite City	10.7	15 9	4.2	23 5	15.4	46 3	47.1	14 3	33.3
Harrisburg	4.1	35 4	12.2	27 0	23.0	27 0	35.9	10 6	28.9
Harvey	6.6	13 1	3.1	19 4	11.5	47 6	43.8	19 9	41.6
Herrin	3.5	32 2	11.9	31 9	29.0	29 5	41.9	6 4	17.2
Highland Park	6.3	18 6	2.3	17 7	5.5	25 2	12.3	38 5	79.9
Jacksonville	7.4	37 2	13.2	27 6	24.3	25 4	34.9	9 8	27.6
Joliet	20.1	18 3	4.5	19 8	12.0	43 7	41.3	18 2	42.2
Kankakee	9.6	21 9	5.7	23 9	15.4	38 8	38.9	15 1	40.0
Kewanee	6.1	22 1	6.9	32 2	24.6	36 1	42.8	9 3	25.7
La Grange	4.5	14 0	1.9	15 3	5.2	32 9	17.4	37 8	75.5
La Salle	4.0	18 5	4.7	25 8	16.2	39 6	38.9	16 1	40.2
Lincoln	4.5	29 1	8.8	28 0	21.2	30 9	36.2	12 0	33.8
Macomb	5.0	44 2	17.8	28 3	28.2	20 3	31.4	7 2	22.6
Marion	4.0	37 1	14.0	30 3	28.5	25 5	37.2	7 1	20.3
Mattoon	6.4	25 3	7.5	26 6	19.5	36 5	41.6	11 6	31.4
Maywood	9.3	14 3	2.6	16 5	7.5	40 7	28.8	28 5	61.1
Melrose Park	4.4	13 0	3.1	19 6	11.7	47 2	43.8	20 2	41.4
Moline	14.9	17 5	4.3	20 6	12.4	44 6	42.0	17 3	41.3
Monmouth	4.2	41 6	15.7	27 1	25.3	22 6	32.8	8 7	26.2
Morris	2.4	20 9	5.3	23 3	14.9	40 6	40.2	15 2	39.6
Mount Carmel	3.6	30 0	9.6	26 5	21.1	31 8	39.3	11 7	30.0
Mount Vernon	6.1	29 4	9.6	28 9	23.4	30 8	38.6	10 9	28.4
Murphysboro	3.1	36 5	13.4	28 4	25.8	27 6	39.1	7 5	21.7
Oak Park	23.8	15 7	2.3	14 2	5.1	33 7	19.0	36 4	73.6
Olney	3.5	29 1	10.1	30 3	26.3	33 6	45.2	7 0	18.4
Ottawa	6.1	21 5	5.1	19 4	11.6	38 6	35.7	20 5	47.6
Paris	3.8	36 3	12.8	27 1	23.8	26 6	36.3	10 0	27.1
Park Ridge	6.0	11 3	1.2	9 5	2.7	28 7	12.6	50 5	83.5
Pekin	8.2	16 8	4.2	20 6	12.8	46 3	45.0	16 3	38.0
Peoria	46.1	23 9	6.3	25 2	16.6	36 1	37.0	14 8	40.1
Pontiac	2.9	24 2	6.6	26 7	18.1	35 9	37.7	13 2	37.6
Princeton	2.3	27 2	7.3	29 1	19.4	28 7	29.7	15 0	43.6
Quincy	16.6	33 3	11.5	29 4	25.3	27 7	37.1	9 6	26.1
River Forest	4.4	30 6	3.8	9 0	2.8	20 7	10.1	39 7	83.3
Rock Island	19.2	20 6	5.5	21 3	14.3	44 6	46.2	13 5	34.0
Rockford	41.4	18 3	4.6	21 0	13.2	42 8	41.9	17 9	40.3
Salem	2.0	25 1	7.0	27 1	18.8	34 9	37.6	12 9	36.6
Skokie	7.7	12 3	1.8	13 4	4.9	37 0	20.9	37 3	72.4
Springfield	32.9	25 0	7.1	27 1	19.1	33 9	37.1	14 0	36.7
Sterling	5.0	21 2	5.6	23 3	15.2	40 9	41.6	14 6	37.6
Streator	5.8	19 5	5.1	25 3	16.6	41 2	42.1	14 0	36.2
Taylorville	3.7	21 6	6.0	27 5	19.2	37 4	40.4	13 5	34.4
Urbana	13.0	14 9	16.4	19 9	17.9	23 4	32.8	11 8	32.9
Watseka	1.6	23 8	7.2	34 0	25.8	31 6	37.1	10 6	29.9
Waukegan	16.6	16 7	4.0	22 3	13.2	40 6	37.3	20 4	45.5
West Frankfurt	4.1	32 0	12.0	35 1	32.6	26 5	38.3	6 4	17.1
Wheaton	6.5	29 9	5.8	12 6	6.1	31 2	23.5	26 3	64.6
Wilmette	6.2	18 0	2.0	11 8	3.2	25 2	10.9	45 0	83.9
Winnetka	4.9	16 7	1.7	17 1	4.4	19 8	7.9	46 4	86.0
Wood River	3.8	14 2	3.5	16 9	10.3	51 6	49.1	17 3	37.1
Woodstock	2.8	18 6	4.2	20 1	11.5	40 5	35.9	20 8	48.4

INDIANA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Anderson	21.2	21 4	6.0	22 7	15.8	42 5	46.0	13 4	32.2
Auburn	2.2	23 9	6.9	27 1	19.6	38 5	43.1	10 5	30.4
Bedford	4.6	28 6	8.9	29 6	22.9	32 0	39.5	9 8	29.7
Bloomington	16.6	54 5	23.8	20 8	22.5	17 7	29.9	7 0	23.8
Bluffton	2.4	28 5	9.0	30 1	23.5	32 0	39.1	9 4	28.4
Brazil	3.3	32 0	11.4	33 1	29.3	28 3	38.8	6 6	20.5
Columbia City	1.9	27 1	8.3	29 1	22.0	33 1	39.0	10 7	30.7
Columbus	8.3	28 2	8.9	31 5	24.5	29 3	35.6	11 0	31.0
Connersville	6.3	25 1	7.3	26 8	19.3	36 4	40.7	11 7	32.7
Crawfordsville	5.6	32 1	10.4	25 5	20.3	32 0	39.9	10 4	29.4
Crown Point	2.0	19 8	4.8	20 7	12.5	43 3	40.6	16 2	42.1
Decatur	2.8	22 9	6.6	27 1	19.6	38 7	43.4	11 3	30.4
East Chicago	20.7	15 1	3.8	24 3	15.1	44 3	43.0	16 3	38.1
Elkhart	14.7	20 8	5.4	20 5	13.1	41 6	41.6	17 1	39.9
Elwood	4.0	22 4	6.7	26 0	19.4	42 0	48.5	9 6	25.4
Evansville	49.9	25 1	7.1	27 1	19.1	35 5	38.9	12 3	34.9
Fort Wayne	53.5	19 9	5.0	22 5	14.2	41 2	40.3	16 4	40.5
Frankfort	5.5	24 1	7.3	28 9	21.9	36 6	42.3	11 0	28.5
Franklin	3.0	23 9	11.4	25 7	21.5	30 1	39.1	10 3	28.0
Gary	52.5	16 5	4.1	23 4	14.4	43 2	41.4	16 9	40.1
Goshen	5.5	26 6	7.9	26 5	19.4	35 3	40.3	11 6	32.4
Greencastle	3.9	61 2	30.3	17 8	21.9	16 5	31.6	4 5	16.2
Greensburg	2.7	33 8	11.4	32 8	27.4	24 5	31.8	8 9	29.4
Hammond	32.7	12 5	2.8	16 6	9.2	50 2	43.6	20 7	44.4
Hartford City	2.6	24 2	8.0	37 2	30.5	31 0	39.4	7 6	22.1
Huntington	5.8	28 3	9.2	30 8	24.7	31 9	39.7	9 0	26.4



In no other market in Indiana can a general advertiser of food products get such a prompt and accurate check-up on the results of his advertising as is available thru *THE MONTHLY GROCERY INVENTORY supplied by Fort Wayne Newspapers.

* INCLUDES DRUG PRODUCTS SOLD IN GROCERY STORES.

Write Paul H. Knapp, Manager General Advertising for complete information.

FORT WAYNE NEWSPAPERS, INC.
agent for
The News-Sentinel **THE JOURNAL-GAZETTE**
Represented by Allen-Klapp Co. • New York - Chicago - Detroit

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

INDIANA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Indianapolis	174.5	21.0	5.5	25.0	16.2	37.1	37.5	16.9	40.8
Jeffersonville	6.3	28.4	9.4	28.4	23.3	35.0	44.6	8.2	22.7
Kendallville	2.4	26.8	8.1	30.6	23.0	22.9	38.5	9.7	30.4
Kokomo	15.0	20.2	5.8	29.0	20.6	38.9	43.1	11.9	30.5
La Porte	7.9	18.9	5.0	25.2	16.6	42.2	43.0	13.7	35.4
Lafayette	13.7	28.7	8.7	25.0	18.9	35.0	41.0	11.3	31.4
Lebanon	3.2	28.3	9.0	31.1	24.6	30.5	37.4	10.1	29.0
Logansport	8.7	28.0	8.9	29.0	22.9	33.4	41.0	9.6	27.2
Madison	2.9	39.5	15.6	34.2	33.6	20.4	31.0	5.9	19.8
Marion	12.8	28.8	9.4	31.4	25.3	30.9	38.7	8.9	26.6
Michigan City	9.0	19.8	5.6	26.5	18.5	41.8	45.5	11.9	30.4
Mishawaka	12.5	17.6	4.4	17.5	11.0	46.1	44.7	18.8	39.9
Muncie	24.4	26.8	8.0	24.5	18.4	37.0	43.0	11.7	30.6
New Albany	12.0	24.9	7.4	29.6	22.0	34.5	39.7	11.0	30.9
New Castle	6.9	18.4	4.9	28.1	18.7	39.8	41.2	13.7	35.2
Noblesville	2.5	24.1	7.5	31.0	24.0	34.9	42.0	10.0	26.5
Peru	5.2	25.8	7.9	26.7	20.3	37.1	43.9	10.4	27.9
Plymouth	2.6	19.7	5.2	24.6	16.0	39.7	40.2	16.0	38.6
Portland	2.9	25.9	8.0	28.5	21.8	35.6	42.2	10.0	28.0
Princeton	2.9	35.4	13.2	29.5	27.4	27.9	40.2	7.2	19.2
Richmond	15.3	23.2	6.6	27.8	19.6	37.2	40.9	11.8	32.9
Rochester	2.0	33.9	11.6	30.0	25.4	28.0	36.9	8.1	26.1
Rushville	2.6	26.2	7.9	30.8	23.0	31.0	36.0	12.0	33.1
Seymour	4.0	31.8	11.5	33.8	30.2	26.4	36.7	8.0	21.6
Shelbyville	4.6	28.2	9.2	31.5	25.4	30.6	38.3	9.7	27.1
South Bend	45.5	18.4	4.3	15.0	8.7	44.4	39.9	22.2	47.1
Terre Haute	27.3	31.7	10.1	26.6	21.1	31.4	38.6	10.3	30.2
Valparaiso	6.1	38.3	12.5	20.0	16.2	31.5	39.6	10.2	31.7

HAMMOND-EAST CHICAGO MARKET, INDIANA'S 2ND LARGEST A.B.C. CITY ZONE

3rd IN INDIANA!

Source:
(Sales Management)
November 10, 1954)

THIRD IN POPULATION, TOTAL INCOME, RETAIL SALES, AND THIRD IN FOOD SALES . . . That's the Great

HAMMOND-EAST CHICAGO

Market You Can Sell with The Hammond Times

We're happy . . . and proud to be a part of this fast-growing, concentrated, contiguous market of over 200,000 people with over $300,000,000 in spendable income! And remember—ONLY THE HAMMOND TIMES gives you the complete, concentrated circulation you NEED to reach . . . influence . . . and SELL this dual-city market. Sales will come easier . . . and more often if you rely on THE HAMMOND TIMES to do a *complete* selling job for you!



Represented by: BURKE, KUIPERS & MAHONEY, Inc.

IF "Firsts" ARE IMPORTANT —

DAVENPORT NEWSPAPERS

ARE A "MUST" ON EVERY SCHEDULE

First IN ADVERTISING LINEAGE IN QUAD-CITIES

First IN ADVERTISING LINEAGE IN IOWA

First IN CIRCULATION IN QUAD-CITIES

Davenport Is First In Quad-City Effective Buying Income With $5,925 Per Family

Davenport Is First IN QUAD-CITY RETAIL SALES

USE DAVENPORT NEWSPAPERS TO SELL THE $443,975,000 QUAD-CITY MARKET*

Represented Nationally by

JANN & KELLEY, INC.

DAVENPORT, IOWA; ROCK ISLAND, MOLINE, EAST MOLINE, ILLINOIS
HEADQUARTERS: DAVENPORT, IOWA

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

INDIANA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Vincennes	7.2	30 4	10.1	31 3	25.9	29 8	38.3	8 5	25.7
Wabash	3.9	25 1	7.7	30 1	23.0	36 4	43.0	8 4	26.3
Warsaw	2.8	28 8	9.3	29 3	23.6	33 0	41.2	8 9	25.9
Washington	4.4	36 8	13.9	32 3	30.0	23 1	33.5	7 8	22.6
Whiting	3.0	11 2	2.3	15 4	8.0	49 6	40.1	23 8	49.6
Winchester	2.2	23 2	7.4	31 2	24.7	36 3	44.6	9 3	23.3

IOWA

Algona	2.1	23 2	6.3	26 1	17.6	36 6	38.3	14 1	37.8
Ames	12.7	47 3	18.6	21 7	21.0	21 8	33.0	9 2	27.4
Atlantic	2.6	30 0	9.4	32 4	25.2	27 8	33.5	9 8	31.9
Boone	4.7	26 2	7.7	24 0	17.6	38 3	43.5	11 5	31.2
Burlington	12.2	23 6	6.8	26 6	19.1	38 0	42.4	11 8	31.7
Carroll	2.4	22 5	6.0	30 4	20.2	31 7	32.6	15 4	41.2
Cedar Falls	7.3	40 6	13.6	17 5	14.6	31 4	40.6	10 5	31.2
Cedar Rapids	30.1	22 6	6.1	23 3	15.8	39 7	41.7	14 4	36.4
Centerville	2.8	48 7	20.6	23 2	24.3	23 0	37.4	5 1	17.7
Charles City	4.3	22 6	6.8	26 6	19.1	37 7	42.2	12 1	31.9
Cherokee	2.4	26 4	7.8	27 7	20.3	34 6	39.5	11 3	32.4
Clarinda	2.0	32 9	11.9	35 0	31.4	24 3	33.8	7 8	22.9
Clinton	11.4	24 5	7.0	23 6	16.6	39 3	43.0	12 6	33.4
Council Bluffs	16.5	23 6	6.8	24 7	17.8	39 6	44.3	12 1	31.1
Creston	3.2	38 8	14.2	24 6	22.4	29 0	40.8	7 6	22.6
Davenport	29.2	22 3	6.0	23 2	15.6	39 4	41.1	15 1	37.3
Decorah	2.8	50 3	21.4	24 7	26.0	18 8	30.9	6 2	21.7
Des Moines	73.4	22 7	6.1	25 2	16.8	36 3	37.6	15 8	39.5
Dubuque	19.6	29 5	8.6	20 7	15.1	36 8	41.6	13 0	34.7
Estherville	2.8	26 3	7.3	23 2	16.0	36 7	39.5	13 8	37.2
Fairfield	2.8	32 6	11.8	33 8	30.3	26 7	37.2	6 9	20.7
Fort Dodge	9.7	26 0	7.5	24 1	17.2	37 5	41.6	12 4	33.7
Fort Madison	5.1	19 3	5.4	27 7	19.3	39 7	43.0	13 3	32.3
Iowa City	15.4	50 3	21.0	22 4	23.1	19 7	31.6	7 6	24.3
Keokuk	6.0	29 7	9.5	27 1	21.6	34 1	42.1	9 1	26.8
La Mars	2.3	36 2	11.4	25 8	20.2	25 8	31.4	12 2	37.0
Marshalltown	8.1	23 8	6.8	26 9	19.2	36 7	40.8	12 6	33.2
Mason City	10.7	20 6	5.8	26 6	18.2	39 0	41.3	13 8	34.9
Muscatine	7.2	29 5	9.8	30 7	25.3	31 7	40.5	8 1	24.4
Newton	4.8	23 7	6.5	25 1	17.2	38 6	41.2	12 6	35.1
Oelwein	3.0	29 7	9.5	25 6	20.2	34 9	42.9	9 8	27.4
Oskaloosa	4.5	36 1	12.5	28 1	24.1	27 9	37.1	7 9	26.3
Ottumwa	12.7	25 2	7.8	27 5	21.1	37 0	44.1	10 3	27.0
Perry	2.3	26 9	7.7	27 1	19.2	32 7	38.0	13 3	37.1
Red Oak	2.5	25 9	7.9	33 3	25.4	31 1	38.6	9 7	30.1
Shenandoah	2.7	29 3	10.0	32 0	27.1	29 5	38.9	9 2	24.0
Sioux City	31.9	24 5	6.9	26 1	18.1	35 7	38.7	13 7	36.3
Spencer	3.2	26 0	7.1	27 8	18.8	31 1	32.6	15 1	41.5
Storm Lake	3.3	29 0	8.6	22 3	16.5	36 8	42.3	11 9	32.6
Washington	2.4	30 7	9.4	28 8	22.1	29 1	34.5	11 4	34.0
Waterloo	26.4	18 1	4.8	22 0	14.5	44 7	45.9	15 2	34.8
Webster City	3.0	23 3	6.7	32 8	23.4	30 8	34.2	13 1	35.7



Sioux City NEWSPAPERS *Sell* THIS 49 COUNTY MARKET AREA

High income from agriculture and industry rate the 4-state Siouxland area one of the richest markets in the world. That means SALES POTENTIAL UNLIMITED for any product of promotion!

A BILLION DOLLAR MARKET

Gross Farm Income	$1,025,239,000
Effective Buying Income	$1,143,429,000
Population	814,800

Source . . . Sales Management, SRDS Consumer Markets, 1950 Census

The Sioux City Journal JOURNAL-TRIBUNE
NATIONAL REP. JANN & KELLEY, INC.

FOR 3 STRAIGHT YEARS WE'VE CARRIED

MORE LOCAL GROCERY LINAGE

THAN ANY OTHER IOWA DAILY

1,601,572 Lines

The **Big difference** between the Waterloo Courier and every other Iowa daily is the way the Courier **hustles for** and **gets tie-in advertising.** Look here . . . from January 1, 1953, thru December 13, 1953, the Courier's merchandising staff solicited 354,197 lines of tie-ins . . . in 11,080 insertions.

Your advertising will bring in more results if you put the **Courier's Hustle** behind it. Contact our National representatives or write direct.

- **DES MOINES**
  - Evening Tribune ---------- 1,136,704
  - Morning Register ---------- 46,051
  - Sunday Register ---------- 32,147
  - TOTAL DES MOINES ---------- 1,214,902
- **SIOUX CITY**
  - Journal & Journal Tribune ---------- 1,214,119
  - Sunday Journal-Tribune ---------- 27,683
  - TOTAL SIOUX CITY ---------- 1,241,802

Waterloo Daily Courier
FIRST WITH THE NEWS
WATERLOO, IOWA
Story, Brooks & Finley, National Advertising Representatives

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

MICHIGAN

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Adrian	7.6	25 8	7.5	24 4	17.7	37 3	42.2	12 5	32.6
Albion	4.5	43 0	15.8	21 9	20.1	27 9	39.5	7 2	24.6
Alma	3.2	36 0	13.4	29 0	26.9	28 7	41.2	6 3	18.5
Alpena	4.4	30 0	9.8	25 9	21.1	36 8	46.4	7 3	22.7
Ann Arbor	28.2	49 8	18.1	19 2	17.4	20 5	28.6	10 5	35.9
Battle Creek	20.1	25 0	7.3	24 2	17.7	37 7	42.7	13 1	32.3
Bay City	17.7	21 4	5.7	23 9	15.9	40 8	42.1	13 9	36.3
Benton Harbor	7.4	27 0	8.3	26 5	20.2	35 2	41.5	11 3	30.0
Birmingham	6.7	13 3	1.7	13 1	4.3	34 3	17.5	39 3	76.5
Cadillac	3.6	30 6	10.4	32 4	27.4	28 7	37.5	8 3	24.7
Charlotte	2.6	27 9	9.2	28 6	23.3	33 8	42.8	9 7	24.7
Coldwater	3.0	27 8	9.0	31 0	25.0	29 9	37.6	11 3	28.4
Dearborn	35.9	10 1	2.0	13 4	6.8	47 5	37.1	29 0	54.1
Detroit	675.5	17 3	4.1	20 0	11.8	41 7	38.2	21 0	45.9
East Detroit	7.4	9 4	2.1	14 4	7.8	53 1	45.3	23 1	44.8
Ecorse	6.6	15 1	3.9	22 0	14.2	47 5	47.9	15 4	34.0
Escanaba	5.1	30 3	10.5	31 7	27.4	31 7	42.5	6 3	19.6
Ferndale	9.7	10 2	2.2	13 5	7.2	49 9	41.3	26 4	49.3
Flint	93.3	15 1	3.5	16 3	9.5	47 7	43.0	20 9	44.0
Grand Haven	3.4	19 7	5.2	26 8	17.8	39 5	40.6	14 0	36.4
Grand Rapids	84.5	23 2	6.3	22 0	14.8	39 4	41.3	15 4	37.6
Greenville	2.8	27 2	8.9	31 1	25.2	33 1	41.7	8 6	24.2
Grosse Pointe	2.5	14 3	1.3	11 9	2.9	22 1	8.2	51 7	87.6
Grosse Pointe Park	4.9	14 4	1.6	13 6	3.8	28 2	12.3	43 8	82.3
Hamtramck	14.3	16 1	4.0	19 0	11.7	45 7	43.7	19 2	40.6
Hastings	2.3	27 6	8.2	26 4	19.5	33 7	38.7	12 3	33.6
Hazel Park	6.5	10 2	2.3	16 7	9.6	52 8	47.2	20 3	40.9
Highland Park	23.2	17 0	4.1	22 2	13.4	41 5	39.0	19 3	43.5
Hillsdale	3.1	40 1	14.8	23 1	21.2	28 6	40.8	8 2	23.2
Holland	5.4	31 0	9.8	25 6	20.1	33 3	40.5	10 1	29.6
Howell	1.5	21 2	5.7	27 1	17.9	38 0	39.1	13 7	37.3
Ionia	2.4	30 2	10.4	28 1	24.0	32 2	42.7	9 5	22.9
Iron Mountain	3.1	27 4	9.6	39 2	34.0	27 2	36.8	6 2	19.6
Ironwood	3.5	29 9	10.4	31 4	27.0	31 8	42.7	6 9	19.9
Ishpeming	2.8	24 4	7.5	29 1	22.5	38 8	46.2	7 7	23.8
Jackson	19.0	24 9	6.8	21 6	14.6	37 9	39.9	15 6	38.7
Kalamazoo	22.1	28 2	8.2	23 9	17.2	34 5	38.6	13 4	36.0
Lansing	35.1	16 7	4.1	20 0	12.1	43 7	41.3	19 6	42.5
Lapeer	1.7	30 3	9.6	26 9	21.2	32 4	39.4	10 4	29.8
Lincoln Park	12.4	9 6	2.1	14 2	7.7	52 3	44.3	23 9	45.9
Ludington	3.3	30 5	10.9	30 5	26.9	32 5	44.5	6 5	17.7
Manistee	3.3	31 8	11.5	32 1	28.8	30 8	42.9	5 3	16.8
Marquette	5.4	31 7	10.0	26 7	20.9	32 2	39.4	9 4	29.7
Menominee	3.7	24 5	8.0	32 9	26.7	32 4	40.9	10 2	24.4
Midland	4.8	16 9	3.7	14 4	8.0	46 5	40.0	22 2	48.3
Monroe	7.7	21 3	5.2	19 1	11.6	40 7	38.3	18 9	44.9
Mount Clemens	6.3	21 8	5.8	22 0	14.8	42 0	43.6	14 2	35.8
Mount Pleasant	5.0	44 0	16.5	22 2	20.7	24 1	34.8	9 7	28.0
Muskegon	17.2	25 2	7.4	25 8	18.8	37 6	42.7	11 4	31.1
Muskegon Heights	6.6	22 6	6.6	27 8	20.3	39 2	44.5	10 4	28.6
Niles	4.8	20 1	5.3	22 5	15.0	41 3	42.5	16 1	37.2
Owosso	5.8	24 7	7.1	26 4	18.7	36 6	40.5	12 3	33.7
Petoskey	2.1	33 7	11.7	28 0	24.3	28 6	38.5	9 7	25.5
Plymouth	2.3	17 5	4.0	17 5	10.1	42 6	38.1	22 4	47.8
Pontiac	25.5	17 9	4.5	20 5	13.0	44 6	43.9	17 0	38.6
Port Huron	12.3	23 6	6.5	23 3	16.1	39 9	42.6	13 2	34.8
River Rouge	6.4	16 7	4.4	21 3	14.2	48 6	50.0	13 4	31.4
Royal Oak	17.4	10 8	1.9	13 2	5.9	47 0	32.7	29 0	59.5
Saginaw	32.3	20 8	5.6	21 6	14.3	42 1	43.6	15 5	36.5
Sault Ste. Marie	5.8	25 0	7.7	29 4	22.5	36 1	42.8	9 5	27.0
South Haven	2.1	31 5	10.6	30 9	25.7	27 1	35.2	10 5	28.5
St. Joseph	4.2	20 5	5.1	22 7	14.1	38 0	36.6	18 8	44.2
Sturgis	2.8	21 0	5.7	27 8	18.9	36 8	38.7	14 4	36.7
Traverse City	5.1	32 8	10.7	29 6	24.1	27 9	35.1	9 7	30.1
Wayne	4.1	14 2	3.3	17 6	10.5	47 8	43.9	20 4	42.3
Wyandotte	12.2	12 3	2.7	13 9	7.6	50 5	42.8	23 3	46.9
Ypsilanti	8.0	37 7	12.0	21 9	17.4	28 2	34.7	12 2	35.9

MINNESOTA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Albert Lea	5.1	23 2	7.2	30 1	23.0	36 9	44.4	9 8	25.7
Alexandria	2.5	32 2	11.8	35 1	32.0	25 3	35.9	7 4	20.3
Austin	8.5	17 8	4.4	15 6	9.7	47 0	45.0	19 6	40.9
Bemidji	3.7	37 5	14.3	31 7	30.0	23 4	34.4	7 4	21.3
Brainerd	4.4	24 8	7.9	29 9	23.6	36 9	45.1	8 4	23.4
Crookston	2.6	29 6	9.4	27 6	21.7	32 2	39.3	10 6	29.6
Detroit Lakes	2.2	35 3	12.2	28 0	24.2	26 7	35.6	10 0	28.0
Duluth	38.8	24 8	7.3	25 4	18.5	36 9	41.9	12 9	32.3
Fairmont	3.1	22 9	6.9	28 5	21.1	37 1	42.9	11 5	29.1
Faribault	4.6	27 1	8.8	32 3	25.8	30 9	38.5	9 7	26.9
Fergus Falls	4.0	23 4	9.4	30 1	23.9	33 3	37.4	10 2	29.3
Grand Rapids	2.3	22 3	6.9	31 5	24.1	36 3	43.1	9 9	25.9
Hibbing	5.5	16 8	4.6	23 7	16.1	46 7	49.4	12 8	29.9
Hopkins	2.7	12 6	3.0	22 1	12.9	43 4	41.5	19 9	42.6
Little Falls	2.6	39 0	15.2	28 7	27.6	26 9	40.4	5 4	16.8
Mankato	8.0	36 7	12.1	27 1	22.1	25 1	31.7	11 1	34.1
Marshall	2.2	22 2	6.5	31 8	23.4	33 1	37.6	12 9	32.5
Minneapolis	209.7	23 9	6.6	24 0	16.5	36 3	38.8	15 8	38 1
Montevideo	1.9	26 0	8.4	30 9	24.8	34 1	42.6	9 0	24.2
Moorhead	6.5	33 7	11.1	23 6	19.3	32 8	41.6	9 9	28.0
New Ulm	3.2	34 8	12.7	29 9	27.3	28 1	39.6	7 2	20.4
Owatonna	3.7	27 1	8.6	30 4	24.0	33 6	41.3	8 9	26.1
Pipestone	1.8	26 2	8.7	33 1	27.4	32 3	41.7	8 4	22.2
Red Wing	4.0	21 8	6.7	31 5	24.0	36 4	42.9	10 3	26.4
Rochester	12.1	26 8	7.8	26 9	19.6	33 3	37.5	13 0	35.1
South St. Paul	5.3	16 2	4.2	22 0	14.3	45 5	45.9	16 3	35.6
St. Cloud	10.2	33 7	10.9	24 5	19.6	30 5	37.9	11 3	31.6
St. Paul	116.1	22 0	5.9	21 9	14.7	39 5	40.9	16 6	38.5
Stillwater	2.5	22 4	6.8	26 7	19.9	39 0	45.4	11 9	27.9
Thief River Falls	2.5	29 6	9.9	28 9	24.1	32 3	41.7	9 2	24.3
Virginia	4.8	22 7	7.0	29 9	22.9	37 6	44.5	9 8	25.6
Willmar	3.7	24 4	7.6	26 4	20.5	39 3	47.3	9 9	24.6
Winona	9.5	36 0	12.9	28 0	25.0	28 6	39.4	7 4	22.7
Worthington	2.9	26 9	7.9	27 5	20.1	31 8	36.3	13 8	35.7

MISSOURI

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Cape Girardeau	8.4	38 4	13.6	28 9	25.3	25 7	34.9	7 0	26.2
Carthage	4.2	41 1	15.8	29 8	28.3	24 1	35.6	5 0	20.3
Chillicothe	3.6	44 6	17.6	29 2	28.5	17 5	26.6	8 7	27.3
Clayton	7.0	26 0	3.2	13 2	4.0	20 4	9.8	40 4	83.0





Now...only 4

cities in the United States* have Sunday newspapers with larger circulations than the

Minneapolis Sunday Tribune

620,000

in Minnesota
North and South Dakota
western Wisconsin

* *New York*
Chicago
Los Angeles
Philadelphia

Minneapolis Star and Tribune

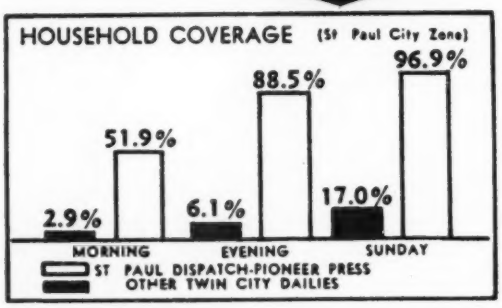
EVENING — MORNING AND SUNDAY

MORE THAN 620,000 SUNDAY · 485,000 DAILY

John Cowles, *President*

Only ONE newspaper can "ZOOM" YOUR SALES in the St. Paul "half" of the nation's 13th Market

Source A B C Publishers Statements 3/31/54



St. Paul Dispatch-Pioneer Press

Representatives Ridder-Johns, Inc.

New York — Chicago — Detroit — San Francisco
Los Angeles — St. Paul — Minneapolis

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

MISSOURI — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953 $0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Clinton	2.3	44.9	18.3	27.8	27.9	20.0	31.2	7.3	22.6
Columbia	18.9	58.8	27.3	20.8	23.9	15.4	27.6	5.0	21.2
Hannibal	8.2	35.7	13.1	32.9	29.8	25.0	35.2	6.4	21.9
Independence	15.1	23.1	6.7	24.6	17.7	40.0	44.6	12.3	31.0
Jefferson City	8.9	29.8	9.2	30.3	23.2	29.1	34.6	10.8	33.0
Joplin	15.3	37.6	13.2	29.3	25.5	25.2	34.1	7.9	27.2
Kansas City	199.6	25.8	7.3	27.5	19.3	32.9	35.9	13.8	37.5
Kennett	2.9	47.9	20.2	29.4	30.7	15.6	25.3	7.1	23.8
Kirksville	4.5	50.3	23.8	29.4	34.4	17.4	31.7	2.9	10.1
Kirkwood	7.0	17.6	3.6	18.3	9.3	36.7	28.9	27.4	58.2
Lebanon	2.8	42.2	16.8	33.2	32.8	18.0	27.7	6.6	22.7
Maplewood	4.8	19.3	5.0	21.1	13.8	43.4	43.8	16.2	37.4
Marshall	3.5	37.9	14.0	32.0	29.1	23.9	33.9	6.2	23.0
Maryville	3.2	43.1	15.3	25.6	22.5	23.1	31.6	8.2	30.6
Mexico	4.9	27.3	8.7	31.1	24.6	32.8	40.5	8.8	26.2
Moberly	5.2	33.0	10.9	27.8	22.7	29.8	38.1	9.4	28.3
Nevada	3.5	45.6	18.7	26.3	26.8	21.4	33.9	6.7	20.6
North Kansas City	2.1	18.4	5.0	26.9	18.2	41.3	43.5	13.4	33.3
Overland	4.8	17.7	4.5	19.5	12.2	47.7	46.7	15.1	36.8
Poplar Bluff	5.3	47.0	20.2	28.2	30.1	19.5	32.2	5.3	17.5
Rolla	6.3	51.9	24.0	26.3	30.2	17.4	30.9	4.4	14.9
Sedalia	7.9	36.7	13.2	30.7	27.2	26.0	36.0	6.6	23.6
Sikeston	4.0	39.4	14.9	30.0	28.0	24.5	35.5	6.1	21.6
Springfield	28.2	35.4	12.3	29.1	24.9	27.0	36.1	8.5	26.7
St. Charles	5.4	28.5	9.0	25.5	19.9	36.8	44.9	9.2	26.2
St. Joseph	30.3	31.6	10.2	29.6	23.6	29.8	36.9	9.0	29.3
St. Louis	335.4	26.5	7.7	27.6	19.8	33.2	37.2	12.7	35.3
Trenton	2.2	41.2	14.9	28.8	25.9	22.5	31.3	7.5	27.9
University City	14.3	18.2	3.0	16.4	6.8	35.1	22.8	30.3	67.6
Webster Groves	8.6	21.5	3.7	15.0	6.4	34.4	22.9	29.1	67.0

OHIO

CITY	Total Consumer Units (thous.)	$0-2,499 % Units	$0-2,499 % Dollars	$2,500-3,999 % Units	$2,500-3,999 % Dollars	$4,000-6,999 % Units	$4,000-6,999 % Dollars	$7,000 & Over % Units	$7,000 & Over % Dollars
Akron	104.8	18.4	4.8	24.4	15.9	42.6	43.0	14.6	36.2
Alliance	10.3	24.2	6.7	24.9	17.3	37.8	40.6	13.1	35.4
Ashland	5.9	24.8	7.3	27.9	20.3	34.3	38.8	13.0	33.6
Ashtabula	9.1	20.0	5.3	24.9	16.6	39.8	41.0	15.3	37.1
Athens	7.3	61.4	30.0	18.2	21.9	15.0	28.2	5.4	19.9
Barberton	10.4	16.1	4.3	26.6	17.8	44.0	45.3	13.3	32.8
Bedford	3.1	13.9	3.2	18.8	10.9	45.8	41.3	21.5	44.6
Bellaire	4.5	29.8	11.1	37.8	35.1	27.8	39.9	4.6	13.9
Bellefontaine	4.4	30.0	10.2	30.1	25.4	32.5	42.6	7.4	21.8
Bowling Green	7.1	56.8	24.8	18.1	19.7	19.1	32.2	6.0	23.3
Bucyrus	4.2	30.5	10.3	28.0	23.6	33.4	43.6	8.1	22.5
Cambridge	5.6	34.1	12.9	33.4	31.3	26.3	38.3	6.2	17.5
Canton	44.1	21.7	6.1	28.6	19.9	37.2	40.3	12.5	33.7
Celina	2.2	24.0	6.3	26.0	16.9	33.8	34.1	16.2	42.7
Chillicothe	9.8	29.1	9.5	28.5	23.1	33.4	42.0	9.0	25.4
Cincinnati	205.3	28.5	8.2	26.0	13.6	32.0	35.5	13.5	37.7
Circleville	3.1	32.6	11.2	30.9	26.3	26.5	35.2	10.0	27.3
Cleveland	352.4	20.8	5.6	23.9	16.0	39.5	40.9	15.8	37.5
Cleveland Heights	22.6	13.9	1.9	13.5	4.5	32.9	17.4	39.7	76.2
Columbus	153.7	22.4	5.9	24.5	16.2	36.3	37.1	16.8	40.8
Conneaut	3.9	23.9	7.1	23.4	17.3	41.4	47.4	11.3	28.2
Coshocton	4.8	27.8	8.5	30.2	23.1	30.1	35.6	11.9	32.8
Cuyahoga Falls	10.5	12.2	2.6	16.7	9.2	48.2	40.8	22.9	47.4
Dayton	104.9	20.1	5.2	22.8	14.8	39.9	40.3	17.2	39.7
Defiance	4.4	26.4	7.7	27.6	20.0	34.4	38.6	11.6	33.7
Delaware	6.0	46.1	18.4	23.5	23.2	22.7	34.9	7.7	23.5
Dover	3.6	25.4	7.7	27.2	20.5	37.7	44.2	9.7	27.8
East Cleveland	17.0	14.6	3.4	20.0	11.5	43.2	38.7	22.2	46.4

What does the Housewife Think of YOUR Product?



This question is answered for you in the 1954 **DULUTH-SUPERIOR CONSUMER ANALYSIS** compiled by the Duluth Herald and News-Tribune. Get the reaction of the housewives in this market concerning your product . . they represent the 75th Standard Metropolitan Sales Market in the nation.



This merchandising service gives you an up-to-date picture of what, when and where consumers buy; brand preference; ownership and buying plans.

Write today for your copy . . it covers more than 150 product classifications, including foods, soaps, toiletries, appliances, beverages and general shopping habits.



The DULUTH-SUPERIOR expanding, developing, progressive market is in the heart of the taconite empire where the mining industries will spend about 500 million dollars within the next 5 years.

DULUTH HERALD • Duluth News-Tribune

The only daily and Sunday metropolitan newspaper to cover this area effectively

81,063* Daily **70,212* Sunday**

*Audit Bureau of Circulation

Ridder-Johns, Inc., General Advertising Representatives—
New York • Chicago • Detroit • Minneapolis • San Francisco • Los Angeles

Look How The Journal Retail Grocery Lineage Has Grown

	E. St. Louis Journal	St. Louis Post-Dispatch	St. Louis Globe-Democrat
1950	616,329	1,230,485	237,324
1953	969,149	1,615,803	314,898

How Stores in Both E. St. Louis and St. Louis Placed Their Advertising

	1953 Journal	1953 Globe	1953 Post
Sears	343,653	374,133	799,633
A & P	128,928	22,875	195,266
Kroger	118,200	76,840	237,258

Source: Journal Lineage from Journal Records
St. Louis Lineage from Media Records

Journal Carried 8,500,019 lines of Advertising in 1953

Write For Facts
About East St. Louis Market



New 56-page booklet gives complete details on East St. Louis and East St. Louis Market, results of Doody survey; circulation history; lineage comparisons.

EAST ST. LOUIS JOURNAL
A Lindsay-Schaub Newspaper
Member Illinois Color Comic Group
Jann & Kelley, Inc.
Nat'l Reps.

8 REASONS WHY YOU CAN'T COVER E. ST. LOUIS, ILLINOIS FROM ST. LOUIS, MISSOURI

IT TAKES THE EAST ST. LOUIS JOURNAL TO COVER ILLINOIS' 4th LARGEST MARKET

✓ **116,225 City Zone Population**

✓ **$117,372,000 City Retail Sales — 9th in Illinois**

✓ **6th in Illinois Food Sales — 8th in Automotive**

*1. Journal reaches 82.7% of East St. Louis residents who regularly read a daily newspaper.

*2. 42% of East St. Louis residents regularly reading a daily newspaper, *read the Journal only.*

**3. Journal has over twice the circulation in East St. Louis City Zone as St. Louis Globe-Democrat.

**4. Journal has nearly three times as much circulation in East St. Louis City Zone as the St. Louis Post Dispatch.

*5. 77.4% of all employed members of East St. Louis families work on East St. Louis side of the river.

*6. Only 11.8% of all employed members of East St. Louis families work in St. Louis.

**7. Journal circulation in East St. Louis City Zone has gained 31% since 1946, St. Louis newspaper circulation in East St. Louis City Zone decreased 11% since 1946.

*8. St. Louis newspaper "carry-over" circulation is infinitesimal.

*Edward G. Doody Survey **September 30, 1953 ABC Reports

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

OHIO — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
East Liverpool	8.9	21.3	6.3	32.5	24.1	36.6	42.0	9.6	27.6
Elyria	12.1	19.8	5.3	22.6	15.1	42.7	44.3	14.9	35.3
Euclid	17.0	10.4	2.1	13.6	6.9	48.3	38.2	27.7	52.8
Findlay	9.6	28.3	8.3	26.1	19.1	34.3	38.9	11.3	33.7
Fostoria	5.1	21.1	6.1	27.0	19.5	39.5	44.4	12.4	30.0
Fremont	6.3	23.1	6.7	26.3	18.9	38.5	43.0	12.1	31.4
Galion	4.2	24.2	7.3	28.9	21.8	35.8	41.9	11.1	29.0
Gallipolis	2.2	48.0	21.0	29.0	31.2	18.1	30.5	4.9	17.3
Garfield Heights	6.9	10.5	2.2	15.1	8.1	48.2	40.0	26.2	49.7
Greenville	3.5	28.8	9.5	29.4	24.1	31.2	39.7	10.6	26.7
Hamilton	21.3	23.4	6.4	24.4	16.7	38.2	40.4	14.0	36.5
Hillsboro	2.1	43.3	17.6	28.5	28.9	22.4	35.1	5.8	18.4
Ironton	6.0	30.4	10.1	27.8	23.0	33.2	42.6	8.6	24.3
Jackson	2.3	35.2	13.3	29.8	27.9	29.9	43.7	5.1	15.1
Kent	6.4	50.2	17.3	16.8	14.4	20.6	27.4	12.4	40.9
Kenton	3.4	35.3	13.5	33.3	31.6	25.3	37.3	6.1	17.6
Lakewood	27.4	13.6	2.3	15.9	6.8	40.1	26.7	30.4	64.2
Lancaster	9.8	24.4	7.4	31.0	23.3	35.0	41.0	9.6	28.3
Lebanon	1.9	27.3	8.5	26.0	20.3	37.0	44.7	9.7	26.5
Lima	20.2	24.3	7.1	26.0	18.8	37.0	41.8	12.7	32.3
Lockland	2.2	17.3	4.5	25.0	16.4	41.8	42.5	15.9	36.6
Logan	2.3	33.0	12.1	31.8	28.1	29.3	41.6	6.9	18.2
London	1.8	29.9	9.7	32.5	26.3	25.0	31.3	12.6	32.7
Lorain	20.1	15.6	4.0	25.8	16.7	42.3	42.5	16.3	36.8
Mansfield	18.5	19.1	4.8	25.1	15.9	39.5	38.7	16.3	40.6
Marietta	6.8	36.1	13.7	32.3	30.4	25.1	36.8	6.5	19.1
Marion	12.9	25.8	7.9	29.1	22.3	36.0	42.9	9.1	26.9
Martins Ferry	4.8	29.0	9.6	30.1	24.7	32.4	41.4	8.5	24.3
Massillon	11.6	20.9	5.8	27.7	19.2	38.4	41.3	13.0	33.7
Medina	2.0	23.5	6.5	23.0	15.8	40.0	42.8	13.5	34.9
Middletown	12.9	20.1	4.9	20.2	12.3	40.9	38.5	18.8	44.3
Mount Vernon	5.3	26.3	8.1	27.6	21.3	36.2	43.2	9.9	27.4
Napoleon	2.0	22.7	6.9	30.3	22.8	35.1	41.1	11.9	29.2
New Philadelphia	4.8	27.8	8.8	29.8	23.4	32.8	40.1	9.6	27.7
Newark	13.6	26.8	8.4	28.2	22.1	35.1	42.7	9.9	26.8
Niles	6.0	13.4	3.4	27.7	17.5	43.0	42.1	15.9	37.0
Norwalk	3.9	29.6	8.8	22.6	16.8	35.1	40.3	12.7	34.1
Norwood	14.0	19.1	5.3	24.9	17.1	42.6	45.4	13.4	32.2
Painesville	5.9	19.3	4.9	17.7	11.4	45.5	45.2	17.5	38.5
Parma	9.5	8.8	1.8	13.7	6.9	48.7	38.3	28.8	53.0
Piqua	6.8	24.1	7.0	28.0	20.4	37.2	41.9	10.7	30.7
Portsmouth	15.7	32.0	10.7	28.1	23.4	31.9	41.2	8.0	24.7
Ravenna	4.0	22.4	6.8	29.7	22.4	38.1	44.5	9.8	26.3
Reading	2.8	19.5	5.2	23.8	15.9	42.8	44.3	13.9	34.6
Rocky River	4.1	11.3	1.3	12.3	3.7	31.5	14.8	44.9	80.2
Salem	4.5	22.6	6.0	24.8	16.2	38.5	39.2	14.1	38.6
Sandusky	11.4	22.6	6.3	24.8	17.0	39.7	42.3	12.9	34.4
Shaker Heights	11.9	14.7	1.5	11.9	3.0	24.1	9.4	49.3	86.1
Shelby	3.1	17.4	4.5	25.3	16.5	41.7	42.2	15.6	36.8
Sidney	4.3	26.3	8.6	29.8	24.1	35.7	44.9	8.2	22.4
Springfield	31.0	24.2	6.3	25.9	18.3	36.3	39.8	13.6	35.0
Steubenville	13.5	20.6	5.3	24.0	15.3	40.7	40.5	14.7	38.9
Tiffin	7.6	29.8	9.6	25.9	20.7	34.6	43.1	9.7	26.6
Toledo	119.7	18.3	4.4	20.2	12.1	40.6	37.6	20.9	45.9
Troy	4.4	17.3	4.4	25.5	16.4	41.5	41.3	15.7	37.9
Urbana	3.4	30.3	10.3	30.6	25.7	30.1	39.3	9.0	24.7
Van Wert	4.0	23.5	6.9	30.1	21.8	34.5	38.9	11.9	32.4
Warren	18.9	19.2	5.0	25.2	16.2	39.9	39.9	15.7	38.9
Washington Court House	4.3	33.1	11.9	31.8	28.3	27.6	38.3	7.5	21.5
Wilmington	3.4	36.2	13.1	29.0	28.2	25.2	35.2	9.6	25.5
Wooster	6.5	35.4	11.2	23.6	18.4	28.7	35.0	12.3	35.4
Xenia	5.4	29.4	9.2	24.4	18.8	34.8	41.7	11.4	30.3
Youngstown	59.3	18.4	4.6	25.1	15.7	39.9	38.7	16.6	41.0
Zanesville	15.6	29.1	9.3	29.9	23.8	31.8	39.3	9.2	27.6

Write today for

SALES MANAGEMENT'S

1954

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

27" by 41". . . in 6 colors . . . all metropolitan areas clearly defined . . . differences in retail sales volume indicated by county color . . . Red for counties with $100 Million or more . . . Green for counties with $50 Million to $100 Million . . . Yellow for counties with $25 Million to $50 Million . . . Blue for counties with $10 Million to $25 Million. Special markings indicate counties whose family sales exceed U. S. family average. More than 1040 cities with $20 Million or more sales . . . City population indicated, as of January 1, 1954.

PRICE: $3.50 a single copy . . . $3.00 each for two or more.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

WISCONSIN

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Antigo	3.5	31.5	11.0	30.3	26.4	30.1	40.5	8.1	22.1
Appleton	14.3	24.6	6.6	24.5	16.6	35.5	37.2	15.4	39.6
Ashland	3.6	33.6	12.3	29.5	26.8	30.5	42.9	6.4	18.0
Baraboo	2.8	29.8	9.2	27.8	21.1	32.5	38.5	9.9	31.2
Beaver Dam	4.4	23.4	7.0	30.0	22.5	36.1	42.0	10.5	28.5
Beloit	12.4	23.2	6.6	23.2	16.3	39.6	43.4	14.0	33.7
Burlington	1.6	23.1	5.8	19.9	12.4	40.0	38.7	17.0	43.1
Chippewa Falls	4.0	27.0	8.6	31.0	24.7	33.0	40.6	9.0	26.1
Cudahy	4.0	13.9	3.5	20.5	12.7	48.7	47.2	16.9	36.6
Eau Claire	14.1	24.0	6.9	21.8	15.5	41.3	45.6	12.9	32.0
Fond Du Lac	11.3	26.5	7.7	22.7	16.4	37.9	42.6	12.9	33.3
Green Bay	19.7	21.4	5.8	23.3	15.6	41.7	43.5	13.6	35.1
Janesville	9.6	18.7	4.8	20.7	13.3	44.0	43.9	16.6	38.0
Kenosha	20.0	14.6	3.6	21.4	13.2	47.2	45.4	16.8	37.8
La Crosse	18.3	25.2	7.3	25.2	18.1	36.6	41.0	13.0	33.6
Madison	47.6	33.2	9.7	22.4	16.1	29.3	32.9	15.1	41.3
Manitowoc	10.5	22.2	6.3	27.5	19.5	38.5	42.3	11.8	31.9
Marinette	4.8	26.5	8.5	33.1	26.4	32.3	39.8	8.1	25.3
Marshfield	4.4	24.6	7.2	31.9	23.2	33.5	37.9	10.0	31.7
Menasha	4.0	16.1	4.2	27.6	18.0	41.8	42.5	14.5	35.3
Menomonie	3.6	43.3	17.6	27.8	26.1	23.1	36.2	5.8	18.1
Merrill	3.1	27.7	9.3	34.2	28.3	30.0	38.7	8.1	23.7
Milwaukee	244.3	19.1	5.0	21.4	13.8	43.3	43.7	16.2	37.5
Monroe	3.1	29.7	8.3	24.6	17.1	30.8	33.1	14.9	41.5
Neenah	4.7	15.2	3.7	22.9	14.1	44.9	43.0	17.0	39.2
Oshkosh	15.0	24.4	7.1	28.9	21.0	34.5	38.9	12.2	33.0
Portage	2.7	24.3	7.2	28.2	21.0	37.2	42.7	10.3	29.1
Racine	27.5	15.0	3.5	18.0	10.6	46.7	42.8	20.3	43.1
Rhinelander	2.9	25.6	7.9	28.6	21.8	37.7	44.8	8.1	25.5
Rice Lake	2.6	31.4	11.5	35.7	32.5	26.6	37.5	6.3	18.5

Why This Issue Is Not "Scored"

To the many readers who have bothered to write thank-you notes about the perforation device to aid in lifting out sheets for filing: This issue is not "scored" because the entire contents are designed for reference use. We will go back to perforating in the November 20 issue.

The Editors

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

WISCONSIN — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Richland Center	1.7	36 1	13.6	34 4	32.3	21 8	31.7	7 7	22.4
Shawano	2.2	26 1	8.6	37 3	30.4	27 7	35.1	8 9	25.9
Sheboygan	15.1	17 7	4.7	24 9	16.3	43 1	44.1	14 3	34.9
Shorewood	6.0	13 4	1.8	12 5	4.1	33 8	17.1	40 3	77.0
Stevens Point	6.2	29 8	9.3	25 2	19.4	33 1	39.6	11 9	31.7
Sturgeon Bay	2.6	29 2	10.4	35 0	30.8	27 6	37.8	8 2	21.0
Superior	13.4	26 3	8.2	26 5	20.6	38 1	46.0	9 1	25.2
Two Rivers	3.9	17 2	4.9	33 3	24.0	38 6	43.0	10 9	28.1
Watertown	4.5	26 6	8.3	29 0	22.7	34 9	42.3	9 5	26.7
Waukesha	8.0	20 4	5.1	20 8	13.0	42 1	40.9	16 7	41.0
Wausau	11.0	23 9	6.8	28 4	20.0	35 8	39.0	11 9	34.2
Wauwatosa	11.7	12 5	1.7	12 7	4.5	35 9	19.4	38 9	74.4
West Allis	15.1	11 2	2.6	18 4	10.7	50 2	45.4	20 2	41.3
West Bend	2.7	18 4	4.7	25 0	16.1	41 9	41.8	14 7	37.4
Wisconsin Rapids	5.0	19 6	5.1	23 2	15.2	43 0	43.8	14 2	35.9

NORTHWEST AREA

COLORADO

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Alamosa	1.8	24 8	7.0	30 0	21.1	32 7	35.7	12 5	36.2
Boulder	12.3	50 1	19.3	21 9	21.1	20 0	29.7	8 0	29.9
Colorado Springs	20.9	34 6	11.4	28 3	23.2	27 5	34.9	9 6	30.5
Denver	193.6	27 4	7.7	25 2	17.5	32 3	34.8	15 1	40.0
Durango	2.8	31 0	10.4	29 7	24.8	31 3	40.4	8 0	24.4
Englewood	7.7	18 3	4.9	24 6	16.5	44 3	45.9	12 8	32.7
Fort Collins	6.4	42 7	15.5	25 3	22.8	23 7	33.2	8 3	28.5
Fort Morgan	2.2	28 2	8.2	29 2	21.1	29 5	33.1	13 1	37.6
Grand Junction	5.8	27 7	8.4	27 8	20.9	33 0	38.6	11 5	32.1
Greeley	8.1	36 2	12.0	28 5	23.3	25 6	32.7	9 7	32.0
La Junta	2.7	28 4	8.6	23 4	17.6	36 1	42.3	12 1	31.5
Lamar	2.8	33 1	10.1	32 8	25.0	22 2	26.2	11 9	38.7
Longmont	3.4	30 8	9.6	28 6	22.0	29 9	35.7	10 7	32.7
Loveland	2.6	28 9	9.1	31 0	24.3	30 0	36.4	10 1	30.2
Pueblo	24.6	22 8	6.7	27 9	20.4	37 6	42.6	11 7	30.3
Sterling	2.8	25 6	7.4	29 3	21.1	33 0	36.9	12 1	34.6
Trinidad	3.9	40 6	16.2	30 9	30.4	21 8	33.5	6 7	19.9

IDAHO

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Blackfoot	1.8	19 2	5.5	32 8	23.5	35 5	39.6	12 5	31.4
Boise	15.2	24 7	6.9	25 4	17.5	33 3	35.8	16 6	39.8
Burley	1.9	24 8	7.4	29 4	21.8	33 0	38.0	12 8	32.8
Caldwell	4.2	31 0	9.6	26 6	20.5	29 6	35.5	12 8	34.4
Coeur D'Alene	4.7	26 8	8.0	25 2	18.8	36 1	41.7	11 9	31.5
Idaho Falls	7.7	20 3	5.5	28 2	19.1	37 0	38.9	14 5	36.5
Lewiston	5.5	25 3	7.0	23 2	16.0	35 9	38.7	15 6	38.3
Moscow	5.5	39 0	14.0	26 2	23.2	25 5	35.2	9 3	27.6
Nampa	6.3	31 4	10.5	28 5	23.5	31 3	40.1	8 8	25.9
Pocatello	10.0	21 1	5.6	20 7	13.8	40 7	42.1	17 5	38.5
Twin Falls	6.7	22 1	6.1	26 7	18.3	36 4	38.8	14 8	36.8
Weiser	1.4	31 9	11.0	27 7	23.6	32 4	43.0	8 0	22.4

KANSAS

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Arkansas City	5.0	34 5	12.0	26 4	22.9	31 9	42.7	7 2	22.4
Atchison	4.9	32 5	10.9	29 8	24.8	29 7	38.3	8 0	26.0
Chanute	3.8	35 2	12.6	30 7	27.3	27 9	38.6	6 2	21.5
Coffeyville	6.8	31 8	11.0	29 8	25.6	30 9	41.2	7 5	22.2
Concordia	2.8	34 9	12.1	30 8	26.5	26 0	34.8	8 3	26.6
Dodge City	4.9	30 0	8.3	24 0	16.6	31 5	33.8	14 5	41.3
El Dorado	4.2	26 4	8.1	26 7	20.1	37 4	44.1	9 5	27.7
Emporia	6.8	37 6	12.8	26 5	22.5	27 3	35.8	8 6	28.9
Fort Scott	4.3	42 1	16.4	29 2	28.1	21 8	32.6	6 9	22.9
Garden City	4.1	25 4	6.4	27 6	17.4	31 5	30.7	15 5	45.5
Great Bend	5.5	18 2	4.5	26 5	16.3	38 9	37.0	16 4	42.2
Hays	3.3	31 5	9.7	25 8	19.7	32 3	38.1	10 4	32.5
Hutchinson	13.6	27 9	8.4	29 1	21.7	32 4	37.4	10 6	32.5
Independence	4.8	35 3	12.4	29 1	25.2	27 8	37.4	7 8	25.0
Iola	2.8	38 6	14.4	32 6	30.1	21 0	30.0	7 8	25.5
Junction City	5.2	25 4	8.0	36 6	28.4	27 7	33.5	10 3	30.1
Kansas City	48.2	23 8	7.0	26 8	19.5	38 0	43.0	11 4	30.5
Lawrence	13.9	54 4	23.3	21 3	22.7	18 3	30.3	6 0	23.7
Leavenworth	7.8	31 6	10.5	29 7	24.6	29 3	37.6	9 4	27.3
Liberal	2.9	21 4	5.2	25 2	15.1	35 0	32.6	18 4	47.1
Manhattan	10.1	49 1	20.7	24 8	26.0	19 0	30.8	7 1	22.5
McPherson	3.4	28 4	8.3	23 3	16.7	35 8	40.2	12 5	34.8
Newton	4.3	25 7	7.8	28 7	21.5	34 4	40.1	11 2	30.6
Ottawa	3.9	41 9	16.2	30 7	29.2	21 3	31.6	6 1	23.0
Parsons	6.1	36 8	13.3	27 7	24.7	28 6	39.7	6 9	22.3
Pittsburg	7.9	38 9	14.2	27 3	24.8	27 1	38.1	6 7	22.9
Pratt	2.7	24 4	6.6	25 8	17.5	34 5	36.2	15 3	39.7
Russell	2.6	16 7	4.0	24 4	14.4	43 3	39.9	15 6	41.7
Salina	10.9	27 5	8.1	28 1	20.6	33 8	38.5	10 6	32.8
Topeka	38.3	25 2	7.2	28 4	20.4	34 3	38.1	12 1	34.3
Wichita	76.6	23 1	6.3	26 9	18.4	37 1	39.3	12 9	36.0
Winfield	4.8	42 1	15.8	26 5	24.7	24 7	35.6	6 7	23.9

MONTANA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Anaconda	4.6	17 0	4.5	21 0	14.1	50 7	52.6	11 3	28.8
Billings	14.9	22 0	5.5	23 6	14.9	37 4	36.4	17 0	43.2
Bozeman	5.2	38 1	12.3	21 6	17.2	29 0	36.0	11 3	34.5
Butte	15.3	26 8	8.1	22 7	17.0	40 7	47.5	9 8	27.4
Great Falls	17.2	22 6	5.9	22 0	14.3	39 5	39.8	15 9	40.0
Havre	3.1	27 6	7.1	20 1	12.9	34 7	34.4	17 6	45.6
Helena	7.1	23 7	6.2	22 6	14.7	37 3	37.9	16 4	41.2
Kalispell	3.8	28 5	8.5	24 6	18.3	36 3	41.9	10 6	31.3
Lewistown	2.7	29 6	8.6	27 8	20.1	30 0	33.8	12 6	37.5
Livingston	3.0	23 0	6.7	25 3	18.2	40 2	45.0	11 5	30.1
Miles City	3.8	28 5	8.2	24 0	17.0	34 8	38.5	12 7	36.3
Missoula	10.3	35 7	11.5	24 1	19.2	29 7	36.9	10 5	32.4

NEBRASKA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Alliance	2.8	24 9	6.7	24 6	18.5	36 8	33.3	13 7	33.5
Beatrice	4.7	30 1	10.1	33 2	27.5	28 4	35.6	8 3	25.8
Columbus	3.3	27 4	8.7	34 0	23.8	30 3	37.1	8 3	27.4
Fairbury	2.5	33 3	11.6	32 4	27.9	27 2	36.5	7 1	24.0
Falls City	2.3	29 4	9.3	31 0	24.5	30 9	37.9	8 7	28.3
Fremont	6.7	28 9	8.5	32 1	23.4	27 7	31.5	11 3	35.6
Grand Island	10.0	26 2	8.1	30 8	23.5	32 6	38.6	10 4	29.8
Hastings	8.2	30 5	10.3	30 8	25.9	31 8	41.4	6 9	22.4
Kearney	5.0	37 7	13.1	29 7	25.6	24 5	32.7	8 1	28.6
Lexington	2.0	29 1	8.8	31 2	23.3	29 2	34.1	10 5	33.8
Lincoln	44.7	31 0	9.5	26 3	20.1	30 8	36.6	11 9	33.8
McCook	3.1	28 7	8.8	28 3	21.4	31 5	37.2	11 5	32.6
Nebraska City	2.5	30 5	10.3	33 7	28.3	27 5	35.9	8 3	25.5
Norfolk	4.6	32 5	11.2	30 9	26.5	28 8	38.4	7 8	23.9
North Platte	6.2	25 4	7.3	25 5	18.1	36 6	40.4	12 5	34.2
Omaha	100.4	23 8	6.7	27 0	18.7	35 1	37.9	14 1	36.7
Scottsbluff	4.9	25 4	7.1	27 1	18.9	35 7	38.7	11 8	35.3
Sidney	2.7	23 4	5.9	26 8	16.9	32 7	32.0	17 1	45.2
York	2.5	34 7	12.7	34 1	31.1	24 2	34.2	7 0	22.0

NORTH DAKOTA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Bismarck	8.0	25 1	7.2	26 5	18.5	33 7	33.6	14 4	37.7
Devils Lake	2.6	30 0	8.9	27 9	20.6	30 1	34.5	12 0	31.0
Dickinson	2.7	33 4	10.2	25 4	19.2	28 4	33.4	12 8	37.2
Fargo	16.6	26 9	7.4	23 9	16.3	33 1	35.2	16 1	41.1
Grafton	1.5	25 3	6.5	30 9	19.9	27 7	27.6	16 1	46.0
Grand Forks	11.4	29 4	8.8	25 1	18.6	33 0	38.1	12 5	34.5
Jamestown	5.5	29 7	8.9	28 0	20.9	31 1	36.2	11 2	34.0
Minot	9.5	25 7	7.2	25 3	17.7	35 0	37.9	14 0	37.2
Valley City	2.6	35 2	12.5	28 5	25.1	27 9	38.0	8 4	24.4
Wahpeton	2.2	35 9	11.6	27 5	21.9	27 0	33.4	9 6	33.1
Williston	4.5	27 1	7.8	25 9	18.6	33 4	37.3	13 6	36.3

SOUTH DAKOTA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Aberdeen	8.7	27 4	8.1	28 5	21.1	31 5	33.1	12 6	34.7
Brookings	3.8	45 6	18.4	28 3	27.7	18 5	28.0	6 6	25.9
Huron	5.2	31 2	9.4	24 7	18.6	32 2	37.6	11 9	34.4
Mitchell	5.3	31 5	9.4	26 0	19.3	31 2	38.0	11 3	35.3
Rapid City	12.6	26 4	7.7	27 9	20.2	33 6	37.8	12 1	34.3
Sioux Falls	22.7	22 6	6.1	25 3	16.9	38 1	39.6	14 0	37.4
Watertown	5.0	26 3	7.4	26 9	18.7	34 4	37.3	12 4	36.6
Yankton	3.4	35 6	11.9	26 7	22.1	29 2	37.7	8 5	28.3

(Reduced to Scale)



This 210 line ad cost $163.80

It Attracted

138,478 READERS

(of the largest evening paper in the entire West)

That's 844 readers per dollar!

HERE ARE THE FACTS:

Daniel Starch & Staff, in their research survey of the August 19th issue of the Los Angeles Evening Herald-Express, established the fact that this relatively small White Rock ad was noted by 24 per cent of the women and 19 per cent of the men! Truly a fine example of sound advertising: the right ad at the right time...and in the right medium!

CONCENTRATE YOUR ADVERTISING IN THE PAPER THAT CONCENTRATES WHERE LOS ANGELES CONCENTRATES

LOS ANGELES EVENING

HERALD-EXPRESS

"LARGEST EVENING CIRCULATION IN THE ENTIRE WEST"

Represented Nationally by Moloney, Regan & Schmitt, Inc.

SM INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

UTAH

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Cedar City	1.8	26.3	7.7	23.2	16.8	39.9	44.8	10.6	30.7
Logan	6.6	40.3	15.7	28.6	27.6	24.2	36.4	6.9	20.3
Murray	3.0	18.1	5.2	25.8	18.4	46.1	51.3	10.0	25.1
Ogden	20.4	20.5	5.7	24.0	16.6	41.6	44.9	13.9	32.8
Price	1.8	21.1	5.8	24.7	16.8	40.3	42.6	13.9	34.8
Provo	11.0	35.9	12.3	23.0	19.6	33.2	44.0	7.9	24.1
Salt Lake City	66.8	20.9	5.4	23.3	15.2	39.5	39.8	16.3	39.6

WYOMING

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Casper	12.2	17.6	4.0	17.7	10.0	42.2	37.1	22.5	48.9
Cheyenne	13.5	21.6	5.8	23.0	15.3	39.5	40.8	15.9	38.1
Cody	1.7	18.3	4.1	16.8	9.6	43.7	38.3	21.2	48.0
Laramie	8.0	31.7	9.6	21.8	16.3	32.9	38.2	13.6	35.9
Rawlins	3.0	17.7	4.4	18.7	11.5	43.3	41.6	20.3	42.5
Rock Springs	4.5	24.3	6.7	20.2	14.0	42.7	45.6	12.8	33.7
Sheridan	4.5	25.3	6.8	24.7	16.5	35.8	37.2	14.2	39.5

FARWEST AREA

CALIFORNIA

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
Alameda	26.9	20.7	5.3	21.8	14.0	39.3	39.0	18.2	41.7
Albany	6.4	15.2	3.7	18.8	11.3	45.2	42.2	20.8	42.8
Alhambra	20.7	20.6	5.0	18.7	11.3	38.9	36.6	21.8	47.1
*Altadena Township									
Anaheim	8.0	27.2	8.1	25.4	18.8	35.7	41.2	11.7	31.9
Antioch	4.7	15.5	3.9	18.2	11.4	48.0	46.7	18.3	38.0
Arcadia	11.7	20.2	3.6	16.9	7.5	35.2	24.3	27.7	64.6
Auburn	1.9	26.6	7.3	20.0	13.7	39.5	41.9	13.9	37.1
Bakersfield	15.8	21.0	4.8	18.8	10.6	38.6	34.1	21.6	50.5
Bell	6.5	17.4	4.5	21.4	13.7	42.6	42.5	18.6	39.3
*Belvedere Township									
Berkeley	54.4	32.3	8.7	19.8	13.2	30.0	31.1	17.9	47.0
Beverly Hills	14.0	22.6	2.9	18.4	5.9	22.3	11.1	36.7	80.1
Brawley	3.9	38.6	11.4	23.2	17.2	25.4	29.0	12.8	42.4
Burbank	30.7	16.2	3.9	18.7	11.1	44.6	41.3	20.5	43.7
Burlingame	7.9	13.8	2.2	14.9	6.0	36.9	23.1	34.4	68.7
Calexico	2.0	36.7	11.7	25.7	20.3	26.8	32.9	10.8	35.1
Carmel-By-The-Sea	2.3	26.1	6.6	25.1	15.7	28.7	27.9	20.1	49.8
Chico	5.5	29.9	8.6	24.6	17.6	32.5	36.2	13.0	37.6
Chula Vista	8.7	24.9	7.0	21.8	15.3	39.2	42.5	14.1	35.2
Compton	20.2	17.2	4.5	20.7	13.4	45.6	45.7	16.5	36.4
Corona	3.8	33.4	12.0	31.6	28.3	27.1	37.5	7.9	22.2
Coronado	7.4	27.0	7.2	23.0	15.4	31.7	32.9	18.3	44.5
Culver City	10.6	18.4	4.5	20.1	12.3	41.8	39.9	19.7	43.3
Daly City	6.0	13.4	2.9	17.2	9.4	45.7	38.9	23.7	48.8
Delano	3.4	35.4	11.0	24.2	18.7	28.8	34.6	11.6	35.7

* Non-incorporated area, for which no data were published by the census.

INCOME BREAKDOWN OF CONSUMER SPENDING UNITS — (Cont.)

CALIFORNIA — (Continued)

CITY	Total Consumer Units (thous.)	NET INCOME GROUPS, 1953							
		$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & Over	
		% Units	% Dollars	% Units	% Dollars	% Units	% Dollars	% Units	% Dollars
El Cajon	4.7	31.1	9.7	22.6	17.5	35.3	42.4	11.0	30.4
El Centro	5.0	29.2	8.0	21.3	14.4	33.6	35.4	15.9	42.2
El Cerrito	8.5	18.6	4.2	17.0	9.7	41.4	36.7	23.0	49.4
El Monte	3.2	25.0	7.4	22.9	16.9	39.7	45.4	12.4	30.3
Escondido	3.1	35.5	12.5	27.8	24.3	28.1	38.1	8.6	25.1
Eureka	9.9	23.7	6.1	19.8	12.5	38.4	37.9	18.1	43.5
Fresno	40.5	25.9	7.0	22.7	15.2	35.0	36.3	16.4	41.5
Fullerton	9.0	26.2	7.3	22.9	15.9	36.6	39.5	14.3	37.3
Gardena	6.1	19.9	5.2	20.7	13.6	42.6	43.2	16.8	38.0
Gilroy	2.1	28.4	6.8	18.6	11.2	30.8	28.7	22.2	53.3
Glendale	46.2	21.4	5.1	21.6	12.7	34.9	32.0	22.1	50.2
Grass Valley	2.2	32.2	11.6	31.1	27.7	28.3	39.1	8.4	21.6
Hanford	3.6	29.9	8.2	22.1	15.1	32.7	34.7	15.3	42.0
Hawthorne	7.5	21.2	5.9	20.9	14.5	44.0	47.3	13.9	32.3
Hayward	9.0	19.0	5.0	21.2	13.9	42.5	44.3	16.3	38.8
Hermosa Beach	5.9	23.2	6.2	22.1	14.7	38.4	39.5	16.3	39.6
Huntington Park	13.0	20.5	5.5	23.7	15.7	39.2	40.5	16.6	38.3
Indio	2.3	30.6	10.0	24.8	20.0	32.4	40.6	12.2	29.4
Inglewood	18.9	18.3	4.3	18.7	10.9	40.3	36.5	22.7	48.3
La Mesa	6.1	25.9	7.3	22.0	15.3	37.4	40.7	14.7	36.7
Laguna Beach	3.7	33.0	10.0	23.8	18.0	29.6	34.8	13.6	37.2
Lodi	5.7	33.1	10.2	23.4	17.8	30.6	38.2	12.9	35.8
Long Beach	134.7	26.4	7.4	22.5	15.7	36.2	39.3	14.9	37.6
Los Angeles	881.3	26.9	7.4	24.2	16.7	32.8	34.9	16.1	41.0
Lynwood	10.1	15.2	3.8	18.8	11.9	47.9	46.8	18.1	37.5
Madera	4.0	33.5	10.6	25.3	19.7	29.3	35.7	11.9	34.0
Martinez	4.3	20.3	5.1	16.9	10.6	42.8	41.7	20.0	42.6
Marysville	3.8	29.6	8.8	25.1	18.4	28.4	32.6	16.9	40.2
Maywood	5.2	18.2	5.0	21.5	14.5	44.9	47.4	15.4	33.1
Merced	6.3	27.5	7.6	24.8	17.1	31.6	33.8	16.1	41.5
Modesto	10.9	30.1	8.5	23.4	16.4	31.4	34.1	15.1	41.0
Monrovia	9.4	25.9	7.0	22.7	15.3	35.2	37.0	16.2	40.7
Montebello	9.0	16.4	3.9	18.0	10.7	44.7	41.4	20.9	44.0
Monterey	8.7	28.0	8.0	25.3	18.0	31.1	34.4	15.6	39.6
Monterey Park	9.2	19.0	4.8	18.1	11.4	42.8	42.1	20.1	41.7
Napa	5.6	24.1	6.4	21.1	14.0	39.9	41.2	14.9	38.4
National City	9.9	25.3	7.8	26.7	20.3	37.8	44.8	10.2	27.1
Newport Beach	6.9	26.1	6.5	23.4	14.6	32.5	31.4	18.0	47.5
North Sacramento	2.6	17.8	4.1	16.7	9.7	43.5	39.2	22.0	47.0
Oakland	167.2	24.1	6.4	21.6	14.2	37.1	37.8	17.2	41.6
Oceanside	7.2	27.5	8.3	26.4	19.7	35.1	40.7	11.0	31.3
Ontario	10.0	27.7	8.3	24.5	18.2	25.8	41.3	12.0	32.2
Oroville	2.4	30.8	8.8	23.4	16.7	30.9	34.3	14.9	40.2
Oxnard	9.4	26.3	7.4	24.6	17.3	34.3	37.4	14.8	37.9
Palm Springs	4.9	34.8	11.6	28.3	23.3	24.8	31.7	12.1	33.4
Palo Alto	14.6	23.4	5.3	19.4	11.0	33.7	29.8	23.5	54.1
Pasadena	49.6	29.3	7.7	23.1	15.1	29.9	30.3	17.7	46.9
Paso Robles	2.6	32.0	10.1	25.6	20.1	31.4	38.3	11.0	31.5
Petaluma	4.8	25.7	7.1	20.6	14.0	39.7	42.2	14.0	36.7
Pittsburg	5.2	19.4	4.9	22.2	14.1	40.0	39.4	18.4	41.6
Pomona	16.8	25.2	7.2	24.4	17.4	36.7	40.8	13.7	34.6
Porterville	2.6	30.8	9.4	27.1	20.7	29.9	35.3	12.2	34.6
Red Bluff	1.9	28.6	7.8	23.0	15.5	30.5	32.2	17.9	44.5
Redding	4.6	19.7	4.8	22.4	13.8	38.5	36.5	19.4	44.9
Redlands	8.4	37.7	12.9	24.9	21.1	27.7	36.5	9.7	29.5
Redondo Beach	12.7	23.0	6.4	22.0	15.3	40.7	43.9	14.3	34.4
Redwood City	12.5	17.0	3.7	16.1	8.7	42.8	36.1	24.1	51.5
Reedley	1.5	33.5	10.8	30.0	24.0	25.8	32.2	10.7	33.0
Richmond	34.3	16.9	4.5	22.7	15.3	45.6	47.4	14.8	32.8
Riverside	21.0	29.9	9.6	26.6	21.2	30.7	38.0	12.8	31.2
Roseville	3.3	18.8	5.0	22.0	14.7	42.7	44.2	16.5	36.1
Sacramento	65.6	23.8	6.1	20.5	12.9	36.2	35.7	19.5	45.3
Salinas	8.2	29.7	7.5	22.1	14.0	28.7	28.3	19.5	50.2
San Bernardino	28.1	28.4	8.6	23.7	17.8	35.7	41.8	12.2	31.8
San Bruno	5.0	12.4	2.7	15.1	8.3	48.2	41.0	24.3	48.0
San Carlos	5.4	10.2	1.6	10.3	4.1	43.6	27.1	35.9	67.2
San Diego	200.5	31.4	9.5	23.8	17.9	32.4	37.9	12.4	34.7
San Fernando	5.0	24.6	7.1	26.1	18.8	36.5	40.9	12.8	33.2
San Francisco	376.7	26.0	7.0	23.8	15.9	33.1	34.5	17.1	42.6
San Gabriel	7.7	17.5	3.8	18.3	9.8	37.6	31.3	26.6	55.1
San Jose	41.5	28.9	8.1	21.8	15.2	33.5	36.3	15.8	40.4
San Leandro	10.8	15.3	3.5	16.1	9.2	45.2	40.0	23.4	47.3
San Mateo	19.3	14.0	2.2	14.2	5.8	28.9	24.4	32.9	67.6
San Rafael	6.3	21.9	4.9	17.2	9.6	36.0	31.4	24.9	54.1
Santa Ana	20.7	28.5	7.7	24.5	17.6	35.8	40.0	13.2	34.7
Santa Barbara	20.0	31.9	9.4	25.5	18.6	29.1	33.1	13.5	38.9
Santa Clara	5.6	33.2	10.0	19.0	14.2	33.9	39.4	13.9	36.4
Santa Cruz	10.9	36.1	11.6	25.3	20.2	28.0	34.7	10.6	33.5
Santa Maria	4.3	23.1	6.0	24.3	15.6	35.3	35.4	17.3	43.0
Santa Monica	33.4	24.9	6.7	24.0	16.1	34.8	36.1	16.3	41.1
Santa Paula	4.1	31.6	9.3	21.7	15.7	33.6	38.0	13.1	37.0
Santa Rosa	8.4	32.9	9.7	21.9	16.1	31.0	35.2	14.2	39.0
San Luis Obispo	7.0	24.5	6.9	24.1	16.7	37.1	40.2	14.3	36.2
South San Francisco	8.2	10.6	2.3	17.6	9.4	48.3	40.3	23.5	48.0
South Gate	17.7	14.2	3.5	18.6	11.4	47.8	45.5	19.4	39.6
South Pasadena	7.5	22.5	4.2	17.2	7.9	33.0	23.7	27.3	64.2
Stockton	30.2	30.3	8.5	21.6	15.0	32.8	35.5	15.3	41.0
Susanville	2.2	19.6	5.0	21.4	13.6	42.8	42.3	16.2	39.1
Taft	1.5	20.5	5.0	15.6	9.5	45.3	42.7	18.6	42.8
Torrance	14.7	19.6	5.0	21.1	13.6	42.1	41.7	17.2	39.7
Tracy	3.6	22.4	6.0	21.8	14.5	40.4	41.8	15.4	37.7
Tulare	4.6	28.6	8.4	25.3	18.3	33.1	37.4	13.0	35.9
Turlock	2.6	30.5	9.0	25.1	18.4	32.1	36.4	12.3	36.2
Ukiah	3.0	26.9	7.8	25.9	18.7	34.8	39.1	12.4	34.4
Vallejo	19.4	27.7	8.3	23.1	17.2	36.9	42.6	12.3	31.9
Ventura	7.7	19.1	4.5	20.1	11.7	40.0	35.4	20.8	47.4
Visalia	5.0	22.0	5.3	21.1	12.7	36.2	33.9	20.7	48.1
Watsonville	5.0	28.4	8.0	23.0	16.1	34.2	37.1	14.4	38.8
Whittier	12.4	23.8	5.8	19.4	11.8	36.3	34.3	20.5	48.1
Woodland	3.9	25.6	6.3	20.1	12.3	36.1	34.5	18.2	46.9
Yreka City	1.3	25.0	6.7	21.3	14.3	38.3	39.7	15.4	39.3

NEVADA

Elko	2.5	21.6	5.0	19.9	11.4	36.4	32.7	22.1	50.9
Ely	1.5	22.7	6.5	24.0	17.0	42.7	47.0	10.6	29.5
Las Vegas	16.9	25.4	6.4	24.5	15.2	33.3	32.2	16.8	46.2
Reno	16.9	24.6	8.2	21.1	13.1	35.1	33.9	19.2	46.8

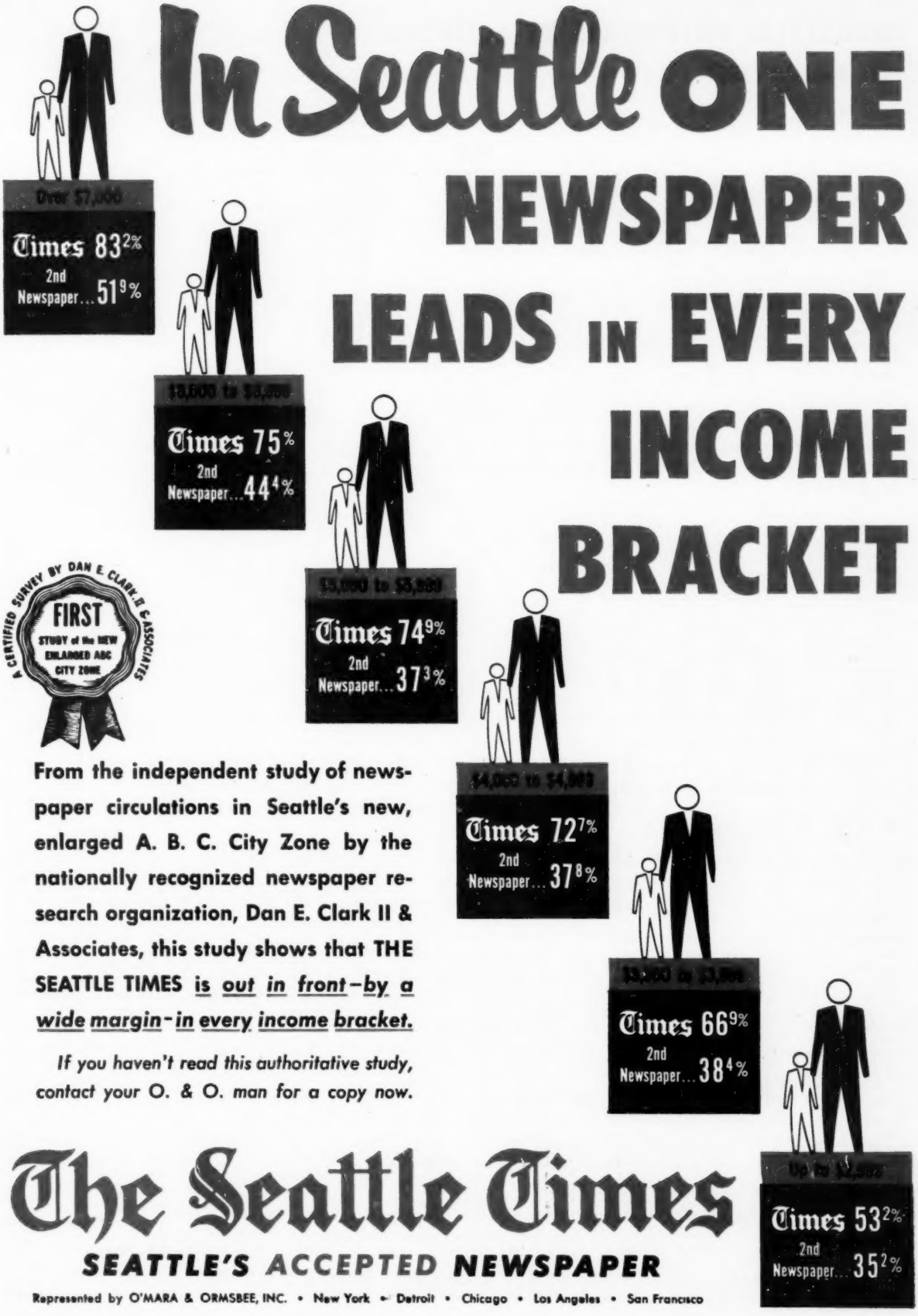
OREGON

Albany	4.8	20.8	5.9	26.1	18.5	39.4	43.3	13.7	32.3
Astoria	5.9	23.4	6.7	22.9	16.4	39.0	43.5	14.7	33.4
Baker	3.4	30.1	9.6	26.2	20.7	33.1	40.5	10.6	29.2
Bend	4.2	20.2	5.5	21.8	15.0	43.0	45.7	15.0	33.8
Coos Bay	2.8	16.7	4.0	21.5	13.0	41.8	39.2	20.0	43.8
Corvallis	9.9	47.4	18.2	21.9	20.9	22.0	32.5	8.7	28.4
Eugene	17.9	31.3	9.2	21.6	15.6	32.1	36.3	15.0	38.9
Grants Pass	3.4	34.0	10.9	22.2	17.8	32.3	40.0	11.5	31.3
Hillsboro	2.1	27.9	8.4	24.7	18.6	35.2	41.1	12.2	31.9
Klamath Falls	6.5	20.6	5.4	22.4	14.5	38.9	39.3	18.1	40.8
La Grande	3.2	31.1	10.1	22.2	18.0	36.3	45.6	10.4	26.3
Lebanon	2.1	24.8	7.1	20.0	14.2	40.3	44.3	14.9	34.4
McMinnville	3.1	35.0	11.0	20.4	15.9	32.3	39.0	12.3	34.1
Medford	7.2	23.7	6.5	22.9	15.8	37.6	40.0	15.8	37.7
Ontario	1.7	22.7	6.2	28.2	19.2	33.8	35.8	15.3	38.8
Oregon City	3.1	27.1	8.5	23.0	18.0	39.2	47.5	10.7	26.0
Pendleton	4.3	20.2	5.3	24.3	16.0	39.4	40.2	16.1	38.5
Portland	165.4	26.5	7.5	22.1	15.7	36.0	39.5	15.4	37.3
Redmond	1.2	16.7	4.3	23.3	14.8	42.3	41.8	17.7	39.1
Roseburg	3.9	20.0	5.2	24.2	15.7	38.7	38.7	17.1	40.4
Salem	17.5	27.6	8.1	24.0	17.5	34.6	39.3	13.8	35.1
The Dalles	3.1	24.0	6.6	25.8	17.8	35.1	37.5	15.1	38.1
Tillamook	1.4	20.6	5.6	28.1	19.0	34.8	36.5	16.5	38.9

WASHINGTON

Aberdeen	8.0	25.8	7.1	20.6	14.0	39.2	41.6	14.4	37.3
Auburn	2.6	24.1	6.6	18.0	12.1	42.6	44.9	15.3	38.4
Bellingham	14.6	33.8	11.1	23.2	18.8	33.4	42.1	9.6	28.0
Bremerton	13.0	20.8	5.8	20.4	14.1	46.0	49.5	12.8	30.6
Centralia	3.7	37.6	12.9	24.3	20.8	28.3	37.5	9.8	28.8
Chehalis	2.1	31.5	9.4	23.8	17.8	31.4	36.3	13.3	36.7
Ellensburg	3.9	42.6	15.5	17.7	15.8	29.7	41.5	10.0	27.2
Everett	14.1	29.7	8.9	20.8	15.5	38.6	44.7	10.9	30.9
Kelso	3.7	23.3	6.6	24.9	17.8	38.1	41.8	13.7	33.8
Kennewick	4.2	17.6	4.9	21.8	15.2	43.8	47.3	16.8	32.6
Longview	8.2	15.0	3.5	19.1	11.3	48.0	44.1	17.9	41.1
Mount Vernon	2.2	29.9	8.7	21.4	15.4	36.1	40.5	12.6	35.4
Olympia	6.9	21.8	5.5	21.1	13.1	38.8	37.6	18.3	43.8
Pasco	4.9	19.3	5.0	22.2	14.3	40.5	40.6	18.0	40.1
Port Angeles	4.5	23.5	6.1	19.1	12.4	40.1	40.3	17.3	41.2
Pullman	7.1	54.4	22.1	19.0	19.2	18.5	28.9	8.1	29.8
Puyallup	3.8	32.7	10.3	20.0	15.8	36.8	44.9	10.5	29.0
Renton	6.4	18.4	5.0	20.9	13.3	46.8	49.6	13.9	30.9
Richland	8.4	6.5	1.5	10.6	6.0	55.3	49.1	27.6	43.4
Seattle	241.9	25.4	6.8	21.0	13.9	36.7	37.8	16.9	41.5
Spokane	69.6	26.3	7.3	21.2	14.5	37.1	39.6	15.4	38.6
Sunnyside	1.6	25.7	6.5	19.7	12.5	37.2	36.4	17.4	44.6
Tacoma	57.6	27.8	8.1	22.5	16.2	36.4	40.7	13.3	35.0
Vancouver	15.9	23.2	6.6	23.2	16.5	41.5	45.9	12.1	31.0
Walla Walla	9.9	27.4	7.5	22.9	15.7	34.9	37.0	14.8	39.8
Wenatchee	6.0	25.9	7.3	24.8	17.3	36.1	39.3	13.2	36.1
Yakima	15.7	28.6	8.2	22.8	16.1	35.1	38.7	13.5	37.0

In Seattle ONE NEWSPAPER LEADS IN EVERY INCOME BRACKET



A CERTIFIED SURVEY BY DAN E. CLARK II & ASSOCIATES
FIRST STUDY of the NEW ENLARGED ABC CITY ZONE

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SEATTLE'S ACCEPTED NEWSPAPER

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INDUSTRIAL POTENTIALS BY COUNTIES

NEW ENGLAND AREA

CONNECTICUT

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Fairfield	2.0	....	9.2	7.1	.1	.6	1.2	3.6	1.9	.1	2.5	1.9	2.2	8.0	13.4	21.3	12.5	10.7	3.6	115.1
Hartford	2.8	....	5.6	2.7	.4	.7	1.6	2.9	1.6	....	....	.1	.5	3.4	20.0	36.3	9.4	36.4	4.9	135.0
Litchfield	.1	....	1.6	....	.2	....	....	.1	....	....	....	....	.6	1.8	1.9	4.0	1.7	.1	1.3	18.8
Middlesex	.1	....	2.2	.5	.1	.1	.2	.4	.6	....	.7	....	.3	.1	1.1	1.1	.3	.3	....	10.9
New Haven	2.9	.1	2.0	7.2	.3	.5	2.4	3.8	3.1	.3	9.1	.1	1.1	18.2	17.3	10.9	5.5	1.6	6.1	114.7
New London	.2	....	7.0	1.3	.1	....	1.5	.4	.6	....	....	.6	....	....	2.0	1.5	.2	3.7	.1	20.2
Tolland	....	....	3.8	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	4.2
Windham	.2	....	8.3	.4	....	.6	.3	....	....	....	....	....	....	....	1.5	.2	2.0	.3	.3	15.4
Total Above Counties	8.3	.1	39.7	19.2	1.2	2.5	7.4	11.2	7.8	.4	12.3	2.7	4.7	31.5	57.2	75.3	31.6	53.1	16.3	434.3
% of U.S.A. Total for Above Counties	.6	.1	3.2	1.6	.2	.7	1.5	1.4	1.1	.2	4.7	.7	.9	2.4	5.2	4.5	3.0	2.7	5.6	2.6

MAINE

Androscoggin	.4	7.3	.9	.8	.1	.5	.2	....	....	.1	6.8	....	.1	....	.1	....	....	....	....	17.8
Aroostook	.7	....	....	....	1.7	....	.7	....	.1	....	....	....	....	....	....	....	....	....	....	3.5
Cumberland	2.4	....	1.8	.4	1.7	.2	3.3	.6	....	....	....	1.7	....	....	1.4	.6	....	.2	....	15.2
Franklin	.1	....	.7	....	1.8	....	.7	....	....	....	....	.3	....	....	....	....	....	....	....	3.8
Hancock	.2	....	....	....	.7	....	.6	....	....	....	....	....	....	....	....	....	....	.1	....	2.0
Kennebec	.3	....	4.1	.5	1.0	....	2.9	.2	....	....	....	2.6	....	....	.1	....	....	....	....	12.4
Knox	.3	....	.6	.3	.1	....	....	....	....	....	....	....	.1	....	....	....	....	.4	....	2.1
Oxford	.1	....	.1	....	2.9	....	3.0	....	....	....	1.4	....	....	....	....	....	....	....	....	8.2
Penobscot	.6	....	1.4	.1	4.0	....	3.4	.3	....	....	....	1.5	....	....	....	.8	....	.1	....	12.8
Piscataquis	....	....	1.0	....	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Sagadahoc	.2	....	.5	.3	....	....	.4	....	....	....	....	....	....	....	.2	1.1	....	1.0	....	4.1
Somerset	.2	....	.6	....	2.4	....	.7	....	....	....	....	2.0	....	....	....	....	....	....	....	6.2
Waldo	.2	....	....	....	.5	....	....	....	.1	....	....	.3	....	....	....	....	....	....	....	1.4
Washington	1.1	....	.3	....	1.0	....	.5	....	....	....	....	....	....	....	.1	....	....	....	....	3.5
York	.1	....	8.2	....	1.6	....	.1	.1	....	....	....	2.7	....	....	....	4.3	....	....	....	17.5
Total Above Counties	6.9	....	26.6	2.5	20.7	.3	16.8	1.4	.2	....	.1	19.3	.1	.1	1.8	6.9	....	1.8	....	112.1
% of U.S.A. Total for Above Counties	.5	....	2.2	.2	2.8	.1	3.3	.2	....	....	....	5.3	....	....	.2	.4	....	.1	....	.7

MASSACHUSETTS

Berkshire	.4	....	7.0	.4	.1	....	3.0	.4	.2	....	....	.7	.3	.3	....	.8	14.0	....	....	30.2
Bristol	1.4	....	31.1	16.6	.5	.7	1.3	1.3	1.1	....	5.0	2.1	.3	1.7	2.7	3.6	6.0	.3	.7	92.6
Essex	3.6	....	16.5	2.7	.5	.6	1.7	1.1	1.7	....	1.0	25.5	.1	.4	3.1	10.1	18.2	7.7	....	100.3
Franklin	.1	....	.5	....	.1	.1	1.1	.1	....	....	....	.2	....	....	1.6	2.9	....	....	....	8.4
Hampden	3.1	....	6.9	4.1	1.0	.3	7.5	4.8	2.8	....	3.3	.8	.5	3.4	3.3	16.6	5.2	1.3	.6	75.5
Hampshire	.1	....	2.3	.5	.2	.3	1.1	.1	.7	....	.3	1.1	....	....	.6	.2	....	....	.1	10.8
Middlesex	11.8	....	17.7	6.0	1.2	2.5	8.6	4.7	7.4	1.7	10.2	12.0	1.9	2.1	7.5	7.6	14.4	4.9	4.1	130.4
Norfolk	.8	....	4.7	.8	.4	.1	1.5	1.7	.6	.6	3.1	2.6	.7	.4	1.4	2.4	1.3	6.6	2.0	34.9
Plymouth	.6	....	2.4	1.5	.6	....	.5	.6	.1	....	.3	11.1	.2	.6	.6	.9	.6	.1	....	21.8
Suffolk	14.9	.2	3.3	22.4	.9	2.5	3.0	16.1	1.8	....	1.2	7.9	1.8	2.1	7.8	10.1	11.5	1.4	3.2	119.6
Worcester	2.6	....	15.1	4.8	1.2	6.1	5.4	3.0	1.2	....	.5	8.4	5.9	9.3	10.4	27.1	3.2	.7	4.5	120.0
Total Above Counties	39.4	.2	107.5	59.8	6.7	13.2	34.7	33.9	17.6	2.3	24.9	72.4	11.7	20.3	39.0	82.3	74.4	23.0	15.2	744.3
% of U.S.A. Total for Above Counties	2.7	.2	8.7	5.1	.9	3.7	6.8	4.3	2.4	1.0	9.5	19.8	2.2	1.5	3.5	4.9	7.0	1.2	5.2	4.5

NEW HAMPSHIRE

Belknap	....	....	.7	.2	.8	....	....	....	....	....	....	.5	....	.2	....	1.0	....	....	.2	4.6
Cheshire	.1	....	1.6	....	.8	.5	.2	.2	....	....	....	.6	....	....	.6	.6	....	....	....	6.3
Coos	....	....	.1	....	.2	.2	3.0	....	.1	....	....	....	....	....	....	.1	....	....	....	4.2
Grafton	....	....	.6	.2	1.2	.1	.7	.1	....	....	....	.5	.2	....	....	....	....	....	....	4.0
Hillsborough	1.1	.3	12.1	.8	1.5	.6	1.3	1.2	....	....	.7	11.0	.6	.1	.4	2.0	.5	....	....	36.3
Merrimack	....	....	2.0	....	.6	.1	.1	1.0	....	....	....	.8	.1	.1	....	.2	.2	....	....	6.0
Rockingham	.2	....	.6	.1	.6	....	.1	.1	....	....	....	3.0	.1	....	.1	....	....	.1	....	5.5
Strafford	.1	....	1.5	....	.6	....	.3	....	....	....	....	4.6	....	....	....	.3	2.8	....	....	10.8
Sullivan	.1	....	.8	....	.2	....	.3	....	....	....	....	.8	....	....	.1	1.4	....	....	....	4.2
Total Above Counties	1.6	.3	20.0	1.3	6.5	1.5	6.0	2.6	.1	....	.7	21.8	1.0	.4	1.2	5.6	3.5	.1	.2	82.5
% of U.S.A. Total for Above Counties	.1	.3	1.6	.1	.9	.4	1.2	.3	....	.3	6.0	.2	....	.1	.3	.3	....	.1	....	.5

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.



"...business helps itself by promoting thrift among its own people."

EDWARD C. BALTZ
President
Perpetual Building Association
Washington, D. C.

"Expanding the regular sales of U. S. Savings Bonds is essential to the continued success of our Government's sound money policy. Savings Bonds help people build security for themselves and stability for the nation's economy. A reserve in Bonds gives them the assurance to spend current income on homes, cars and other substantial purchases. Meanwhile, regular Bond buying goes on adding to their future buying power. Thus business helps itself by promoting thrift among its own people. The surest way to encourage an employee to save regularly right where he works is to sign him up on the Payroll Savings Plan."

Let's point up this statement by Mr. Baltz, head of one of the nation's outstanding thrift institutions and volunteer chairman of the District of Columbia Savings Bond Committee, with a few facts and figures:

- currently, more than 45,000 companies, large and small, representing every classification of industry and business, are encouraging national thrift through the Payroll Savings Plan.
- every month, 8,500,000 Payroll Savers in these 45,000 companies invest more than $160,000,000 in Savings Bonds.
- largely as the result of employer-encouraged thrift the cash value of Savings Bonds held by individuals on July 31, 1954, totaled more than 37.5 billion dollars.
- never before has America had such a reserve of future purchasing power.
- invested in America, these 37.5 billion dollars in Savings Bonds Dollars are a most effective check on inflation and a very important contribution to economic stability and a sound dollar.

A million new Payroll Savers by the end of 1954! That's the goal of those who believe that what is good for Americans is good for business. To do your part in reaching this objective, phone, wire or write today to Savings Bonds Division, U. S. Treasury Department, Washington, D. C. Your State Director, U. S. Treasury Department, will show you how easy it is to build a successful Payroll Savings Plan.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SALES MANAGEMENT

INDUSTRIAL POTENTIALS BY COUNTIES

RHODE ISLAND

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Bristol	....	....	2.0	.4	....	....	....	....	....	....	2.1	....	....	.4	....	....	....	....	....	5.8
Kent	....	....	5.6	.3	....	....	....	.1	.1	....	....	....	....	.4	....	.2	....	....	....	7.4
Providence	3.9	....	44.7	2.5	.4	.6	2.3	3.3	.9	.6	6.2	.8	1.5	3.5	7.5	19.9	5.6	.1	2.2	138.1
Washington	.1	....	4.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4.7
Total Above Counties	4.0	....	56.6	3.2	.4	.6	2.3	3.4	1.0	.6	8.3	.8	1.5	4.4	7.5	20.1	5.6	.1	2.2	156.0
% of U.S.A. Total for Above Counties	.3	....	4.6	.3	.1	.2	.5	.4	.1	.2	3.2	.2	.3	.3	.7	1.2	.5	....	.8	.9

VERMONT

Bennington	....	....	.7	.1	.3	.4	.2	.3	....	....	....	.1	....	....	....	....	....	....	....	3.3
Caledonia	.3	....	....	.1	.2	....	....	....	....	....	....	....	....	....	....	.9	....	....	....	2.1
Chittenden	.4	....	.1	.3	.6	.2	....	.3	....	....	....	....	....	.1	.1	.2	....	....	....	4.3
Essex	....	....	....	....	....	.2	.9	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Franklin	.4	....	....	.2	.2	.1	.5	....	....	....	....	....	....	....	.2	....	....	....	....	2.1
Orleans	....	....	....	.1	.3	....	....	....	....	....	....	.1	....	....	....	.5	....	....	....	1.3
Rutland	....	....	....	.6	.4	....	....	.	....	....	....	....	1.4	.1	.1	.7	.1	....	....	4.1
Washington	.1	....	.3	....	.5	....	....	....	....	....	....	....	2.3	....	....	.1	.5	....	....	4.3
Windham	.1	....	.3	....	.9	....	.5	.1	.1	....	....	....	.2	....	....	....	....	....	....	3.2
Windsor	.1	....	2.4	....	.6	....	....	....	....	....	.6	....	....	.4	....	2.6	....	....	....	7.0
Total Above Counties	1.4	....	3.8	1.4	4.0	.9	2.1	.8	.1	....	.6	.2	3.9	.6	.4	5.0	.6	....	....	32.8
% of U.S.A. Total for Above Counties	....	....	.3	.1	.5	.3	.4	.1	....	....	.2	.1	.7	....	....	.3	.1	....	....	.2

MIDDLE EAST AREA

DELAWARE

Kent	1.5	....	.1	.4	....	....	....	....	....	....	....	....	....	....	....	.5	....	....	....	2.8
New Castle	1.4	....	2.6	.9	.1	....	.7	.9	4.0	.1	1.0	2.3	.2	2.8	1.8	2.5	....	3.3	....	40.5
Sussex	3.1	....	.4	.7	.9	....	....	....	3.1	....	....	....	.1	....	....	....	....	....	.3	9.4
Total Above Counties	6.0	....	3.1	2.0	1.0	....	.7	.9	7.1	.1	1.0	2.3	.3	2.8	1.8	3.0	....	3.3	.3	52.7
% of U.S.A. Total for Above Counties	.4	....	.3	.2	.1	....	.1	.1	1.0	....	.4	.6	.1	.2	.2	.2	....	.2	.1	.3

DISTRICT OF COLUMBIA

Washington	4.6	....	....	.1	.2	.3	.6	9.2	.2	....	....	....	.3	....	.6	.1	.3	....	.1	17.5
Total Above Counties	4.6	....	....	.1	.2	.3	.6	9.2	.2	....	....	....	.3	....	.6	.1	.3	....	.1	17.5
% of U.S.A. Total for Above Counties	.3	....	....	....	....	.1	.1	1.2	....	....	....	....	.1	....	.1	....	....	....	....	.1

MARYLAND

Allegany	.5	....	.1	.5	.1	....	1.6	.2	5.6	....	2.0	....	.4	....	....	....	....	....	....	11.4
Anne Arundel	....	....	....	....	.1	....	....	....	2.9	....	....	....	.1	....	....	....	....	.1	....	4.9
Baltimore	1.7	....	.4	....	.4	....	1.0	.1	....	.8	....	.1	.1	29.2	1.3	3.3	5.8	24.4	.8	70.1
Baltimore City	21.3	....	2.7	17.8	1.2	3.5	3.5	8.9	9.1	2.0	1.6	1.3	5.0	6.8	15.9	7.1	6.7	11.5	.2	132.6
Caroline	1.3	....	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.1
Carroll	.5	....	.2	1.5	....	....	.2	....	....	....	.6	.2	.3	....	....	....	....	....	....	4.1
Cecil	....	....	.2	....	....	....	.2	....	....	....	.4	....	....	....	....	....	....	....	....	1.3
Dorcester	1.5	....	....	.7	.4	....	....	....	....	....	....	....	....	....	.6	....	....	....	....	3.5
Frederick	.6	....	.1	1.1	....	....	....	....	....	....	....	.2	.2	.2	.2	....	1.1	....	....	4.7
Harford	.5	....	....	.1	....	....	....	....	1.3	....	.6	....	.1	....	....	....	....	....	....	3.1
Montgomery	.4	....	....	....	....	....	....	.3	....	....	....	....	....	....	....	.1	.3	.1	.3	2.0
Prince Georges	....	....	....	....	....	....	....	....	.3	....	....	....	.4	....	....	....	.1	1.5	....	3.0
Somerset	.4	....	....	.2	.1	....	....	....	....	....	....	....	....	....	.2	....	....	....	....	1.1
Washington	.3	....	1.1	.5	.4	.4	....	.2	.1	....	.1	.8	.4	....	.1	1.3	....	11.3	....	18.2
Wicomico	1.3	....	....	1.6	1.0	....	....	.1	....	....	....	....	....	....	....	.2	....	....	....	4.8
Worcester	1.1	....	....	.1	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.1
Total Above Counties	31.4	....	4.8	24.3	4.3	3.9	6.5	9.8	19.3	2.8	5.3	2.6	7.0	36.2	18.3	12.0	14.0	48.9	1.3	268.9
% of U.S.A. Total for Above Counties	2.1	....	.4	2.1	.6	1.1	1.3	1.2	2.7	1.2	2.0	.7	1.3	2.7	1.6	.7	1.3	2.5	.4	1.6

NEW JERSEY

Atlantic	.7	....	.2	4.1	.1	....	....	.4	....	....	....	....	.3	....	.1	....	....	....	....	6.8
Bergen	1.4	....	6.4	5.1	.4	.5	4.6	2.0	4.3	.9	.3	1.0	1.1	2.5	3.5	2.9	1.0	15.3	9.9	70.4
Burlington	.1	....	2.0	1.1	.1	....	.1	.1	.4	....	....	.2	.1	4.7	1.3	.4	....	....	.2	12.4
Camden	6.1	.9	1.2	2.1	.2	.3	2.4	1.1	2.8	.5	....	1.1	1.0	.9	1.6	1.4	13.2	5.5	....	47.0

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

regardless of title

MILL & FACTORY reaches the men your salesmen must see to sell!

CIRCULATION METHOD



The Conover-Mast Franchise Circulation Method reaches key buying influences only.

Responsibilities associated with titles vary from plant to plant. That's why no one can determine, from titles alone, which industrial executive or combination of executives control company buying. Your salesmen must find the right combinations through repeated plant calls... and MILL & FACTORY builds its circulation throughout industry in the same way.

MILL & FACTORY's readers are hand-picked by industrial sales engineers who are thoroughly familiar with each plant's buying pattern. These 1,645 sales engineers, covering the entire country, build and maintain MILL & FACTORY's circulation. They know where every worthwhile plant is located and who, in those plants, has proved buying and specifying authority... because they make repeated plant calls.

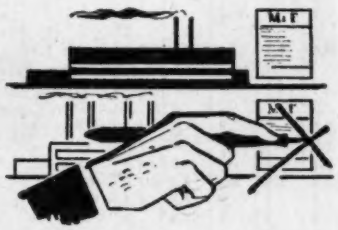
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Circulation parallels industrial buying power.

Territory	June 1954 M&F Circulation	April 1954 Mfg. Employment
New England	9.73%	9.06%
Middle Atlantic	22.41%	26.00%
South Atlantic	8.56%	11.08%
East North Central	31.62%	28.96%
East South Central	5.33%	4.70%
West North Central	5.86%	5.95%
West South Central	5.48%	4.66%
Mountain	1.60%	1.13%
Pacific	9.41%	8.46%
TOTAL	100.00%	100.00%

No waste circulation.

In industry there is a never-ending flow of changes in personnel and in the buying status of plants and individuals. These changes are picked-up on MILL & FACTORY's circulation lists as they occur—through daily reports direct from the field. Changes are made with the very next issue! That's why MILL & FACTORY's circulation is always up-to-date. No waiting for one, two or three years for subscriptions to expire before purifying plant and individual coverage!

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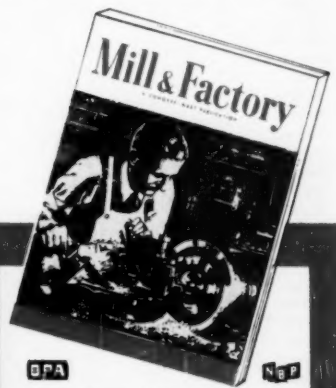
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INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

NEW JERSEY — (Continued)

COUNTY	SM EMPLOYMENT, 1953, IN THOUSANDS (Counties with 1,000 or over total industrial employment.)																			
	Food	To-bacco	Tex-tile Mill	Ap-parel	Lum-ber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chem-ical	Petr. and Coal	Rub-ber	Leath-er	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	In-stru-ments	Total
Cape May	.2	....	.1	.8	.1	....	....	.1	....	....	.1	....	.1	....	....	....	....	....	....	1.9
Cumberland	1.6	....	1.1	4.4	.4	....	....	.3	.1	....	....	....	8.7	.2	....	.2	....	.1	.1	18.0
Essex	15.1	.4	4.6	12.0	1.2	1.2	3.7	5.1	12.8	.4	.5	3.9	1.1	5.9	12.6	16.1	35.6	6.2	3.2	163.3
Gloucester	.2	....	.2	1.0	.1	.1	....	....	.2	3.2	....	....	.1	....	....	.1	....	....	....	6.6
Hudson	10.2	1.0	6.9	20.4	.6	2.2	5.4	4.5	13.5	5.9	.2	1.6	1.4	4.4	9.4	14.5	25.0	4.2	1.8	145.1
Hunterdon	....	....	.1	.1	....	....	.8	....	.4	....	.5	....	.3	.8	....	.1	....	....	....	4.1
Mercer	1.1	.8	2.6	2.1	.3	.5	.8	.9	1.7	....	5.4	.6	6.1	2.1	8.6	5.2	2.9	1.6	.2	46.4
Middlesex	.9	1.1	1.4	7.9	.5	.7	1.5	2.1	14.7	1.5	.5	1.5	3.9	7.7	1.2	2.5	3.8	2.6	4.7	64.5
Monmouth	.6	....	1.7	6.2	.1	.2	....	.4	.2	....	.1	....	.5	....	.4	.6	1.0	.8	....	14.1
Morris	.9	....	.5	.8	.3	.1	1.1	.2	1.2	....	2.0	.5	.6	.4	.9	1.5	1.4	.6	....	14.5
Passaic	2.8	.1	23.5	13.4	.2	.6	1.5	2.1	4.2	....	6.1	1.3	1.3	2.6	3.6	4.3	11.9	10.6	.3	95.0
Salem	1.3	....	2.0	.7	....	....	....	....	5.7	....	....	....	2.2	....	....	....	....	....	....	12.3
Somerset	.1	....	.4	1.1	....	....	.1	.1	4.7	.5	....	....	3.4	.8	.3	.6	3.7	....	....	17.4
Sussex	.1	....	.6	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.3
Union	2.5	....	1.7	5.8	.3	2.5	1.5	2.4	12.3	4.9	.1	.4	.8	4.3	5.3	17.2	3.9	6.5	.6	79.6
Warren	....	....	1.9	.4	....	.3	.2	.2	.8	....	....	.2	.2	1.4	.5	3.3	....	....	....	10.7
Total Above Counties	45.9	4.3	59.1	89.7	4.9	9.2	23.7	22.0	79.8	17.8	15.8	12.3	33.2	38.7	49.3	70.9	103.4	54.0	21.0	831.4
% of U.S.A. Total for Above Counties	3.1	4.3	4.8	7.7	.7	2.6	4.6	2.8	11.0	7.4	6.0	3.4	6.3	2.9	4.5	4.2	9.7	2.8	7.2	5.0

NEW YORK

Albany	2.5	....	3.1	2.8	.1	.1	2.0	2.4	.6	....	....	....	2.6	2.7	.4	.6	....	.8	.4	23.4
Allegany	.1	....	....	....	....	....	....	....	....	.4	....	....	....	....	.3	.5	1.4	....	....	3.6
Bronx	4.9	....	1.1	9.7	.3	1.6	1.1	2.9	1.1	.2	.1	1.1	.8	.5	4.3	2.4	1.0	.8	1.0	39.8
Broome	1.0	....	.3	.5	.3	.8	1.1	1.0	.2	....	1.6	13.6	.1	.6	.7	8.5	....	.8	4.1	42.6
Cattaraugus	.5	....	....	....	.6	1.7	....	.1	.3	.4	....	.4	.4	....	1.1	2.2	.8	....	....	9.4
Cayuga	.7	....	1.9	.2	.1	....	....	.1	....	....	....	1.4	....	.2	.5	1.1	.1	....	.1	7.8
Chautauqua	1.2	....	1.2	.12	.9	5.3	....	.5	.1	....	....	....	.2	2.9	4.0	4.4	.1	.9	....	23.9
Chemung	.4	....	.3	....	....	....	.2	.9	....	....	....	....	1.0	1.2	.9	7.2	.4	1.6	....	17.6
Chenango	.2	....	.8	....	.2	....	....	....	.5	....	....	....	....	....	.3	.4	.5	....	....	3.6
Clinton	.1	....	....	....	.2	....	1.1	....	.3	....	....	....	....	....	.2	.5	....	....	....	2.8
Columbia	.3	....	1.3	.6	....	....	.2	.1	.1	....	....	.1	.8	....	....	.9	.3	....	....	5.3
Cortland	.6	....	.6	.8	.1	....	.2	....	....	....	....	....	....	.8	....	.6	.9	1.3	....	6.5
Delaware	.7	....	.6	.1	.2	....	....	.1	....	....	....	....	....	....	....	....	1.1	....	....	3.8
Dutchess	.3	.3	1.4	2.6	.1	....	.6	1.1	....	....	.4	.4	....	....	.1	7.1	.7	....	....	16.1
Erie	12.8	....	1.3	3.3	.9	2.4	3.0	5.1	10.0	2.5	3.6	.3	3.8	39.5	12.9	14.0	15.0	25.4	1.7	162.2
Essex	....	....	....	....	.4	....	.9	....	....	....	....	....	....	....	....	....	....	....	....	1.4
Franklin	.2	....	....	.1	.1	....	....	....	....	....	....	.6	....	.3	....	....	....	....	....	1.6
Fulton	....	....	1.6	.8	.1	....	....	.1	....	....	....	7.5	....	....	....	.1	....	....	....	10.8
Genesee	.8	....	....	.1	....	....	.3	.1	.1	....	....	.2	1.4	.6	.3	1.8	....	....	....	6.1
Greene	.1	....	....	.1	.1	....	....	....	....	....	....	....	.5	.1	....	.2	.2	....	....	1.6
Herkimer	.3	....	.5	.8	.5	1.2	.2	.1	....	....	....	2.0	....	.1	.3	5.1	....	.4	....	13.8
Jefferson	.3	....	....	.3	.2	....	2.6	.2	....	....	....	....	....	....	.1	.7	....	2.3	.2	7.4
Kings	28.7	.2	9.4	53.2	1.7	7.6	9.4	7.7	11.8	1.5	1.0	8.6	2.4	2.6	17.9	17.7	8.6	16.9	5.4	229.3
Lewis	....	....	....	....	.1	....	1.1	....	....	....	....	....	.3	....	....	....	....	....	....	1.7
Livingston	.4	....	.2	....	....	....	....	.3	....	....	....	.1	.3	....	.2	.4	.5	....	....	3.2
Madison	.1	....	....	.1	....	.2	.2	.1	....	....	....	....	....	....	....	.1	....	.8	....	2.5
Monroe	8.6	....	1.0	10.0	.5	.9	1.6	4.8	2.4	.3	....	1.5	.9	1.0	2.8	8.7	13.6	7.1	51.5	118.0
Montgomery	1.5	....	9.9	1.2	....	....	.4	.2	....	....	....	.5	....	....	....	.1	....	....	....	14.4
Nassau	.3	....	.5	2.7	.5	.5	.6	4.6	.3	....	....	....	.7	.5	2.2	.9	.9	38.1	19.2	80.6
New York	23.8	.9	13.9	255.5	1.6	8.5	8.9	117.0	9.1	....	.4	22.5	3.0	2.3	14.6	7.6	15.5	1.7	11.2	562.9
Niagara	1.3	....	.8	.2	.5	.2	4.5	2.5	9.2	.3	....	....	5.3	.1	.2	1.8	4.7	17.1	7.5	57.5
Oneida	1.2	....	6.2	1.0	.2	.4	.9	.6	.8	.2	....	....	.2	5.1	4.3	4.3	2.6	....	.1	33.4
Onondaga	2.2	....	.4	1.1	.5	.4	.8	1.9	4.2	....	....	1.0	2.6	6.1	6.4	16.9	14.4	3.4	.3	66.7
Ontario	.8	....	....	....	.1	....	....	.1	....	....	....	....	.3	.1	1.2	1.1	....	....	.4	4.8
Orange	.5	....	3.9	4.1	....	.1	.5	.4	.3	....	....	1.4	.7	....	.5	.5	.3	....	....	14.7
Orleans	1.8	....	....	....	....	....	....	....	....	....	....	....	....	.1	....	....	....	....	....	2.3
Oswego	1.8	....	.1	.1	.1	.6	3.8	.2	.1	....	....	....	....	....	.8	.5	....	....	....	8.9
Otsego	.3	....	....	.2	.2	....	....	.1	....	....	....	....	....	....	....	....	....	.1	....	1.3
Queens	17.3	.4	3.8	9.5	1.4	2.2	5.0	3.8	5.7	....	1.1	2.5	1.2	2.1	9.9	3.2	5.3	2.0	9.9	97.5
Rensselaer	.5	....	2.4	5.6	.2	....	1.0	.3	2.4	.3	....	.1	.4	.3	.1	1.2	....	....	.1	16.5
Richmond	.6	....	.3	1.2	....	....	.1	.3	1.9	.2	.3	....	.3	.4	....	.1	....	3.2	1.5	10.8
Rockland	.1	....	1.0	1.4	....	....	1.5	....	4.9	....	....	....	....	....	.2	.4	....	....	....	10.3
St. Lawrence	.5	....	....	.3	.5	.4	1.8	.3	....	....	....	....	.1	4.8	....	....	.2	....	....	9.4
Saratoga	.1	....	2.0	1.0	.1	....	3.6	.1	.3	....	....	.3	....	....	....	.2	....	....	....	8.1
Schenectady	.7	....	.3	....	....	....	....	....	1.1	.5	....	....	1.5	.7	.2	7.8	26.4	5.4	....	46.9
Schuyler	....	....	....	....	....	....	....	....	.5	....	....	....	....	....	....	.4	....	....	....	1.1
Seneca	.2	....	.2	....	....	....	....	....	.2	....	....	....	....	....	....	.9	.3	.4	....	2.6
Steuben	.6	....	.7	.1	.4	.3	.2	.2	....	....	....	....	8.1	....	....	2.8	....	.3	....	14.2
Suffolk	.4	....	.8	1.8	.1	.2	....	.4	.1	....	....	....	.1	....	.5	.5	.2	8.4	.7	15.3
Tioga	.2	....	....	....	....	.2	....	....	....	....	....	.3	....	....	....	....	....	....	....	1.1
Tompkins	.1	....	....	.1	....	....	....	.2	.1	....	....	.1	....	....	....	3.7	....	....	....	5.1

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

NEW YORK — (Continued)

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Ulster	.4	....	.4	3.6	.4	.2	.4	.2	1.0	....	....	....	.5	....	.2	.2	.4	.5	....	9.0
Warren	.1	....	.7	.9	.6	....	.7	.2	.8	....	....	....	.3	....	....	....	....	....	....	4.8
Washington	....	....	.4	.6	.1	.2	1.6	....	....	....	....	....	....	....	....	.7	.7	....	....	4.8
Wayne	2.5	....	....	.1	....	....	.3	....	.4	....	....	....	.5	....	....	....	....	....	....	4.5
Westchester	3.2	....	4.8	6.0	.3	.7	.2	4.8	1.9	....	....	.1	.4	2.2	3.1	3.8	8.2	6.2	1.0	50.3
Wyoming	.1	....	.8	....	.1	....	....	....	.2	....	....	....	....	....	.6	.8	....	....	....	3.1
Yates	.2	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	.4	....	1.0
Total Above Counties	129.1	1.8	80.9	385.6	15.7	36.9	62.6	167.2	72.4	6.3	8.5	66.6	41.7	77.9	92.3	145.6	128.3	146.4	115.3	1929.8
% of U.S.A. Total for Above Counties	8.7	1.8	6.6	33.0	2.2	10.3	12.3	21.1	10.0	2.6	3.2	18.2	8.0	5.8	8.4	8.7	11.9	7.6	39.3	11.5

PENNSYLVANIA

Adams	1.2	.3	.2	.6	.1	.5	.2	....	....	....	.5	.8	.1	....	....	....	....	....	....	5.1
Allegheny	17.4	....	.7	1.4	.6	1.9	2.3	7.1	5.3	4.7	....	.3	10.0	88.9	19.1	14.9	31.2	12.7	2.4	241.9
Armstrong	1.4	....	....	....	.1	....	....	....	.2	....	....	....	4.4	.6	....	.2	.1	....	....	7.4
Beaver	.3	....	.1	.3	....	....	.1	.1	1.2	1.5	....	....	1.8	30.4	7.0	1.3	3.3	....	....	48.8
Berks	3.4	.3	18.7	4.8	.3	.1	1.5	.8	.8	....	....	1.7	.7	6.6	3.3	7.6	.9	3.3	.9	57.9
Blair	1.0	....	.7	.8	....	....	1.7	.4	....	....	....	.5	1.1	....	.2	.1	.8	....	....	8.1
Bradford	.1	....	.7	.3	.1	....	....	.1	.3	....	....	....	....	.8	....	....	....	....	....	4.0
Bucks	.6	....	3.0	3.5	.4	....	1.5	.1	2.9	....	.5	.1	.8	5.2	2.9	.3	1.2	.1	1.9	26.5
Butler	.2	....	....	.1	.1	....	....	.1	.2	.7	.3	....	1.0	3.6	.2	.3	....	1.5	....	9.0
Cambria	.8	....	.1	2.1	.2	.2	....	.4	....	.7	....	....	.5	13.2	2.9	.2	....	2.3	....	24.6
Cameron	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.1	.1	1.3	....	....	1.8
Carbon	.1	....	.9	2.5	....	....	....	....	.3	....	....	....	....	2.6	....	....	.3	....	....	7.3
Centre	.3	....	.3	.4	.1	....	....	....	....	....	....	....	1.2	1.0	.1	....	....	....	....	4.0
Chester	1.4	....	2.2	.9	.2	.3	1.9	.2	.4	....	....	....	.8	5.5	2.4	1.3	....	.1	....	18.6
Clarion	....	....	....	....	.3	....	....	....	....	....	.3	....	1.0	....	....	....	....	....	....	1.9
Clearfield	.2	....	....	.5	.2	....	....	.1	....	....	.1	.2	2.1	.1	....	.3	.8	....	.8	6.0
Clinton	.1	....	.4	.1	.1	....	1.1	....	.2	....	....	.1	.2	.1	.1	....	1.5	.9	....	5.7
Columbia	.7	....	3.2	1.3	....	....	....	.1	....	....	....	....	....	1.4	....	.8	....	1.8	....	9.8
Crawford	.3	....	....	....	.3	....	....	.1	1.2	....	.1	....	....	1.8	.8	.2	1.2	....	....	9.5
Cumberland	.7	....	1.3	2.1	.1	.1	.5	.1	....	....	.9	.9	.1	.4	....	.1	.4	....	....	8.4
Dauphin	5.4	.3	.4	2.9	.5	.1	....	1.1	.1	.3	....	2.2	.2	7.7	1.1	.7	.7	.2	....	24.9
Delaware	.9	....	4.8	1.7	.2	....	2.0	.6	4.1	5.8	....	.1	.4	3.7	1.6	7.5	1.2	21.7	....	58.8
Elk	.1	....	....	....	.1	....	.3	....	.2	....	....	.8	.3	....	....	.4	4.0	....	....	6.8
Erie	1.5	....	....	.1	.2	1.2	2.3	.9	.1	.3	1.6	....	.2	5.3	5.2	13.6	8.5	.7	1.6	48.7
Fayette	.6	....	....	1.0	.5	....	....	.2	.2	1.7	.1	....	2.3	.1	1.6	.1	....	.2	....	10.6
Franklin	1.0	....	.6	1.3	.1	....	....	.1	....	....	....	.4	.1	.1	....	4.1	....	....	....	8.7
Huntingdon	.2	....	.3	.3	.3	....	.3	.1	....	....	....	....	2.0	....	....	.1	....	....	....	3.9
Indiana	.1	....	....	....	.2	....	....	....	....	....	.3	....	.4	....	....	.3	....	....	....	1.9
Jefferson	.3	....	....	.2	.3	....	....	.1	....	....	....	....	.9	....	.1	....	1.0	....	....	3.4
Lackawanna	1.4	1.0	5.8	10.7	.1	.6	.2	1.7	.4	....	....	1.0	.1	....	2.5	1.1	.6	....	....	29.2
Lancaster	3.3	.7	8.6	4.0	.3	....	.5	1.2	.4	....	....	2.8	1.7	1.1	3.2	4.8	3.4	.1	2.9	41.9
Lawrence	.1	....	....	....	....	....	....	.1	.3	....	....	....	4.4	3.7	1.2	5.0	....	1.5	....	16.8
Lebanon	1.1	....	1.7	3.7	....	....	.3	.2	.3	....	....	1.1	.3	4.6	.2	.1	....	....	....	14.4
Lehigh	2.0	.9	8.2	7.2	.3	.4	.1	.7	.8	....	....	.5	1.6	.6	2.6	2.1	4.8	4.1	....	37.8
Luzerne	2.9	3.6	7.4	15.3	.4	.4	.1	1.1	.3	....	....	1.6	.2	1.2	1.0	1.3	.4	.2	....	38.2
Lycoming	.4	....	2.3	2.2	.8	1.7	.7	.5	.1	....	....	.9	.1	1.8	.7	1.2	3.8	....	....	18.1
McKean	.1	....	....	.1	.7	.3	.1	.1	.2	.8	....	.2	.9	.1	.5	1.3	....	....	....	6.8
Mercer	.2	....	....	....	.2	....	....	.2	....	....	....	....	....	9.1	1.2	2.8	7.0	1.1	....	22.7
Mifflin	.2	....	.8	.5	....	....	....	....	2.6	....	....	....	.9	2.4	....	.3	....	....	....	8.1
Monroe	....	....	.8	.2	....	....	.1	.2	....	....	....	....	....	....	.3	.6	.5	....	....	3.6
Montgomery	2.2	....	9.0	5.5	.3	.7	1.4	.9	1.2	.4	4.6	.3	4.9	6.8	6.5	4.3	5.7	4.1	.2	63.6
Montour	....	....	.2	.1	....	.1	....	....	....	....	....	....	....	....	....	.4	....	....	....	1.2
Northampton	1.0	....	5.2	9.8	....	.2	1.7	1.1	.7	.4	....	.3	4.6	19.7	2.1	1.0	1.1	....	....	53.4
Northumberland	1.1	.3	3.5	4.9	.4	1.2	.1	.2	....	....	....	....	.2	.4	.1	.1	1.0	1.0	....	15.9
Philadelphia	32.2	6.7	34.1	53.0	1.5	4.8	12.0	31.8	20.7	10.3	1.7	7.4	4.3	10.2	33.6	33.0	33.5	18.8	11.9	376.5
Potter	....	....	....	....	....	....	....	....	.1	....	....	.1	....	....	....	....	.3	....	....	1.0
Schuylkill	.6	....	2.3	9.2	.1	....	.3	.3	1.0	....	....	.6	....	1.4	.7	.1	....	....	....	17.5
Snyder	....	....	.6	.3	....	.1	....	....	....	....	....	....	.1	....	....	....	....	....	....	1.4
Somerset	.2	....	....	.8	.7	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.2
Susquehanna	.1	....	....	.2	.2	....	....	....	....	....	....	.1	....	....	....	....	....	....	....	1.0
Tioga	....	....	....	....	.2	....	....	....	....	....	....	1.0	1.0	....	....	.8	....	....	....	3.4
Union	.1	....	.3	....	....	.7	....	....	....	....	....	....	....	....	....	....	....	....	....	1.4
Venango	.1	....	....	....	.4	....	....	.5	.1	1.2	....	....	.3	.8	.2	4.0	....	....	....	8.1
Warren	.1	....	....	....	.3	.3	....	.1	....	.3	....	....	.2	.5	1.4	.4	.4	.6	....	5.0
Washington	.2	....	....	....	.2	....	.1	.3	.4	....	....	....	6.5	8.9	1.1	.4	2.5	....	....	21.5
Wayne	....	....	.4	.7	.1	....	....	....	....	....	....	.4	....	....	....	.1	....	....	....	1.9
Westmoreland	.7	....	.3	.7	.3	....	....	.8	.3	.9	.1	....	6.3	19.2	4.8	5.3	1.4	.4	1.8	45.7
York	2.8	2.5	3.4	5.2	.8	4.4	2.7	1.2	.4	.2	....	2.1	1.0	1.8	4.2	8.5	.5	.6	1.0	45.3
Total above Counties	93.4	16.6	133.5	163.7	13.9	20.3	36.3	56.0	48.1	30.2	11.1	28.5	77.2	273.6	116.8	134.3	125.1	78.0	25.2	1577.6
% of U.S.A. Total for Above Counties	6.3	16.4	10.8	14.0	1.9	5.7	7.1	7.1	6.6	12.5	4.2	7.8	13.8	20.5	10.6	8.0	11.7	4.0	8.6	9.4

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

WEST VIRGINIA

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Berkeley	.5	....	2.2	.2	....	....	....	....	....	....	....	....	.8	....	....	....	....	....	....	4.1
Brooke	....	....	....	....	....	....	.4	....	.6	.1	....	....	.2	2.6	.3	....	....	....	....	4.6
Cabell	.7	.5	....	1.5	.9	.7	....	.3	.7	....	.1	.3	1.8	2.5	.3	....	2.1	1.9	....	15.2
Fayette	....	....	....	....	.1	....	....	....	....	.1	....	....	....	2.3	....	....	....	....	....	2.8
Hancock	....	....	....	....	....	....	....	....	....	.6	....	....	8.2	6.1	2.2	....	....	....	....	17.5
Harrison	.3	....	....	.1	.2	....	....	.1	....	....	....	....	4.2	.3	.1	.1	.8	....	....	6.7
Kanawha	1.0	....	....	....	.3	....	....	.8	12.7	.6	....	....	4.0	....	1.5	.6	....	....	....	23.3
Lewis	....	....	....	....	.1	....	....	....	....	....	....	....	1.0	....	....	....	....	....	....	1.3
Marion	....	....	....	....	....	....	.1	.1	....	.1	....	....	2.2	.4	....	.2	1.7	....	....	5.4
Marshall	....	....	....	.3	....	....	....	....	.1	....	....	....	1.8	1.8	.6	....	.4	....	....	5.9
Mercer	.4	....	....	.3	.4	....	....	.1	....	....	....	....	....	....	....	....	.1	....	....	1.6
Monongalia	.1	....	....	.6	.1	....	....	.1	.1	.2	....	....	1.0	....	.7	....	....	....	....	3.4
Morgan	....	....	.3	....	....	....	....	....	....	....	....	.1	.3	....	....	....	....	....	....	1.0
Ohio	.7	.6	.3	....	....	....	.1	.4	.2	....	....	....	.6	1.3	3.2	.4	....	....	....	9.2
Pocahontas	....	....	....	....	.5	....	....	....	....	....	....	.5	....	....	....	....	....	....	....	1.0
Putnam	....	....	....	....	....	....	....	....	2.3	....	....	....	....	....	....	....	....	....	....	2.4
Raleigh	.3	....	....	....	.4	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	1.1
Randolph	.1	....	....	.2	.4	....	....	....	....	....	....	.1	....	....	....	....	....	....	....	1.0
Wood	.5	....	....	....	....	....	.2	.2	3.2	....	....	....	2.0	.5	1.3	.6	....	....	....	9.1
Total Above Counties	4.6	1.1	2.8	3.2	3.4	.7	.8	2.2	20.0	1.7	.1	1.0	28.1	17.8	10.2	1.9	5.1	1.9	....	116.6
% of U.S.A. Total for Above Counties	.3	1.1	.2	.3	.5	.2	.2	.3	2.8	.7	....	.3	5.4	1.3	.9	.1	.5	.1	....	.7

SOUTHEAST AREA

ALABAMA

Autauga	....	....	.5	....	.4	....	....	....	....	....	....	....	....	....	....	.2	....	....	....	1.2
Barbour	....	....	.8	....	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Butler	....	....	1.1	.3	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.1
Calhoun	.1	....	3.7	....	.3	....	....	....	.2	....	....	....	....	4.8	....	.8	....	....	....	10.3
Chambers	....	....	8.0	.5	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	8.9
Choctaw	....	....	....	....	1.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.3
Clarke	....	....	.5	....	2.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.8
Coffee	....	....	.2	....	.5	....	....	....	.1	....	....	....	....	....	....	....	....	.5	....	1.6
Cobert	....	....	....	....	.1	....	....	....	.8	....	.5	....	....	3.2	.7	....	....	....	....	6.9
Covington	.1	....	1.0	1.5	.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.7
Dallas	.2	.5	....	.1	1.5	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.7
De Kalb	....	....	.9	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Elmore	....	....	2.8	....	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.5
Escambia	....	....	.4	....	1.3	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	2.1
Etowah	.4	....	3.8	....	.2	....	....	.1	....	.1	2.9	....	.1	6.2	.6	.5	....	....	....	15.5
Fayette	....	....	.2	....	.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Geneva	....	....	.6	.3	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Houston	.4	....	.4	.2	.2	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	1.7
Jackson	....	....	.4	.3	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Jefferson	4.2	....	.7	1.0	2.3	.7	.4	1.8	1.2	2.1	....	....	3.5	24.6	4.5	3.4	.5	1.8	....	56.0
Lauderdale	.1	....	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Lee	.2	....	3.0	.5	.3	....	....	....	.5	....	....	.3	....	....	....	.6	....	....	....	4.2
Madison	.1	....	2.6	....	.1	....	....	....	.5	....	....	....	.2	....	....	....	....	....	....	4.9
Marengo	....	....	....	....	1.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Marshall	....	....	.9	.3	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Mobile	1.6	....	....	.2	2.3	.2	4.9	.5	1.1	.2	....	....	.7	....	.2	.2	....	4.0	....	16.8
Monroe	....	....	.5	....	1.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.8
Montgomery	1.4	....	.8	.3	1.9	.3	....	.5	.9	....	....	....	.5	.1	....	....	....	.2	....	7.6
Morgan	.3	....	1.5	....	.2	....	....	....	.2	....	....	....	....	....	.5	....	....	1.0	....	4.1
Pike	.1	....	....	.1	.5	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	1.2
Randolph	....	....	1.1	.2	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7
St. Clair	....	....	.7	....	.3	....	....	....	....	....	....	....	.3	....	....	....	....	....	....	1.4
Shelby	....	....	.7	....	.3	....	....	....	....	....	....	....	.2	....	....	....	....	....	....	1.4
Sumter	....	....	....	....	1.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Talladega	.1	....	4.8	.3	.4	....	....	....	.1	....	....	....	....	1.0	....	....	....	....	....	7.0
Tallapoosa	....	....	4.6	....	.8	....	....	....	....	....	....	....	....	.7	....	....	....	....	....	6.3
Tuscaloosa	.2	....	....	....	1.3	....	1.1	.1	.4	.3	1.3	....	....	1.4	....	....	....	....	....	6.7
Walker	....	....	.6	....	.7	....	....	....	....	....	....	....	.2	....	....	....	....	....	....	1.8
Wilcox	....	....	....	....	1.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.4
Total Above Counties	9.5	.5	48.4	6.1	28.7	1.2	6.4	3.0	6.2	2.7	4.7	.3	5.7	42.0	6.5	5.7	.5	7.5	....	198.9
% of U.S.A. Total for Above Counties	.6	.5	3.9	.5	3.9	.3	1.3	.4	.9	1.1	1.8	.1	1.1	3.1	.6	.3	....	.4	....	1.2

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

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Reach and sell the 18,361 key men who make the decisions on retail packaging

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INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

ARKANSAS

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Ashley	....	....	....	....	1.2	....	.9	....	.3	....	....	....	....	....	....	....	....	....	....	2.6
Benton	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Bradley	....	....	....	....	1.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Clark	....	....	....	....	.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Columbia	....	....	.2	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Craighead	.2	....	....	....	.3	....	....	....	....	....	....	.2	....	....	....	....	....	....	....	1.1
Garland	.2	....	....	....	.9	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	1.4
Hot Springs	....	....	.2	....	.5	....	....	....	....	....	....	....	.4	.6	....	....	....	....	....	1.9
Jefferson	.2	....	....	....	1.1	....	....	....	.9	....	....	....	....	.5	....	....	....	....	....	3.3
Lawrence	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7	....	....	....	....	....	1.7
Mississippi	.4	....	....	.3	....	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	1.0
Ouachita	.1	....	....	....	1.1	.2	2.0	....	....	....	....	....	....	....	....	....	....	....	....	3.6
Phillips	.1	....	....	....	2.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.8
Pulaski	1.8	....	.1	1.3	2.0	.8	....	1.0	1.2	....	....	....	.3	....	.3	....	1.4	....	.7	12.0
Saline	....	....	....	....	.3	.7	....	....	.7	....	....	....	....	....	....	....	....	....	....	1.8
Sebastian	1.2	....	....	.1	.2	2.0	.3	.4	.1	....	....	....	.9	.3	.3	....	....	....	....	6.4
Union	.1	....	....	....	1.8	....	....	.1	1.0	1.0	....	....	....	....	....	....	....	....	....	4.5
Washington	1.0	....	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Total Above Counties	6.1	....	.5	1.9	15.4	3.5	3.2	1.6	4.4	1.0	....	.2	1.6	3.1	.6	....	1.4	....	.7	50.8
% of U.S.A. Total for Above Counties	.4	....	....	.2	2.1	1.0	.6	.2	.6	.4	....	.1	.3	.2	.1	....	1.3	....	.2	.3

FLORIDA

Alachua	.1	....	....	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Bay	.1	....	....	....	....	....	1.3	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Broward	.2	....	....	....	.3	.4	....	.2	....	....	....	....	.2	....	....	....	....	.1	....	1.8
Dade	3.6	....	.1	3.0	.6	1.6	.2	2.4	.4	....	....	.1	1.0	....	1.4	.1	.1	.5	.1	16.8
Duval	2.7	2.0	....	.4	1.5	.4	1.7	1.1	1.4	....	....	....	.8	.3	.6	.5	....	3.1	....	17.6
Escambia	.5	....	....	....	.8	....	2.2	.2	.8	....	....	....	.1	....	....	....	....	....	....	5.0
Gadsden	....	1.2	....	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Gulf	....	....	....	....	.3	....	.7	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Hillsborough	5.7	5.8	....	.3	.9	.4	.4	.9	1.2	....	....	....	.7	....	1.7	.1	....	.5	....	19.9
Leon	.4	....	....	....	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.3
Marion	.2	....	....	....	.4	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Nassau	....	....	....	....	....	....	.9	....	.1	....	....	....	....	....	....	....	....	....	....	1.1
Orange	2.1	....	....	....	.2	....	....	.4	.1	....	....	....	.3	....	.2	.2	....	....	....	4.2
Palm Beach	.5	....	....	....	.1	.1	....	.3	....	....	....	....	.2	....	.1	....	....	.1	....	1.8
Pasco	.4	....	....	....	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Pinellas	1.1	.1	.1	.1	....	.1	....	.8	.1	....	....	....	.2	....	....	....	....	....	....	3.5
Polk	6.2	....	....	....	.5	....	....	.1	.9	....	....	.1	.1	....	....	.2	....	....	....	9.0
Taylor	....	....	....	....	1.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Volusia	.3	....	....	....	.3	....	....	.2	....	....	....	....	.1	....	....	....	....	....	....	1.4
Total Above Counties	24.1	9.1	.2	3.8	10.1	3.0	7.4	6.6	5.0	....	....	.2	3.7	.3	4.0	1.1	.1	4.3	.1	92.8
% of U.S.A. Total for Above Counties	1.6	9.0	....	.3	1.4	.8	1.5	.8	.7	....	....	.1	.7	....	.4	.1	....	.2	....	.6

GEORGIA

Barrow	....	....	.3	1.1	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Bartow	....	....	1.8	.4	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.8
Bibb	1.5	....	3.1	.7	1.6	.2	1.2	.2	.4	....	....	....	.8	....	....	.2	....	....	....	10.9
Carroll	....	....	1.8	1.0	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.7
Chatham	2.0	....	....	.2	2.0	....	5.4	.3	1.2	.4	....	....	.3	....	.4	....	....	1.1	....	13.9
Chattooga	....	....	4.0	.4	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4.7
Cherokee	....	....	.9	....	.1	....	....	....	....	....	....	....	.4	....	....	....	....	....	....	1.7
Clarke	.3	....	1.5	.4	.1	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.8
Cobb	.1	....	1.8	.1	.3	.4	....	....	....	....	....	....	.2	....	....	....	....	15.0	....	18.5
Colquitt	.3	....	.5	.2	.1	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	1.6
Coweta	....	....	3.4	....	.6	....	....	....	....	....	....	....	....	....	.1	....	....	....	....	4.3
Decatur	....	....	....	.2	.7	....	....	....	....	....	....	....	.1	....	....	.2	....	....	....	1.4
De Kalb	.3	....	.6	....	.1	.1	....	....	.1	....	....	.3	....	.5	.1	....	....	.2	....	2.8
Dougherty	.5	....	.7	....	.2	....	....	....	.3	....	....	....	....	....	....	.1	....	....	....	2.0
Elbert	....	....	.5	....	....	....	....	....	....	....	....	....	.3	....	....	....	....	....	....	1.1
Floyd	.3	....	5.8	1.7	.2	.4	....	....	.8	....	....	....	....	....	.2	.5	....	....	....	10.5
Fulton	8.9	....	6.8	5.8	2.4	3.7	2.4	3.8	2.3	....	.1	....	.6	2.5	1.8	3.0	.9	7.6	.1	56.6
Glynn	.1	....	....	....	.5	....	.7	....	.8	....	....	....	....	....	....	....	....	....	....	2.5
Gordon	....	....	1.3	.6	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.3
Greene	....	....	1.0	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.4
Gwinnett	....	....	....	.2	.6	....	....	....	....	....	....	1.0	....	....	....	....	....	.8	....	3.0
Habersham	....	....	.8	.3	.1	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Hall	1.2	....	2.9	....	.3	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	4.9
Haralson	....	....	.6	1.4	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.3
Jackson	....	....	1.4	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.2

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

GEORGIA — (Continued)

COUNTY	EMPLOYMENT, 1953, IN THOUSANDS (Counties with 1,000 or over total industrial employment.)																			
	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Lamar	....	....	.9	....	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Lowndes	.3	.2	.5	....	.8	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.1
McDuffie	....	....	....	.3	.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Meriwether	.5	....	.9	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Muscogee	2.1	....	12.7	.9	.6	.1	.2	.4	.1	....	....	....	....	....	.1	1.3	....	....	....	19.2
Newton	....	....	2.7	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.2
Polk	....	....	4.1	....	.1	....	....	....	.5	....	....	....	.3	....	....	....	....	....	....	5.4
Richmond	1.4	....	4.2	....	1.0	....	.4	.3	.6	....	....	....	1.2	....	....	.1	....	....	....	9.8
Spaulding	.6	....	5.7	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	6.8
Stephen	....	....	1.6	....	.1	1.0	....	....	....	....	....	....	....	....	....	.3	....	....	....	3.3
Sumpter	.1	....	....	.4	.4	....	....	....	....	....	....	....	....	....	....	....	..	....	....	1.2
Thomas	.8	....	....	....	.4	....	....	....	....	....	....	....	....	....	....	..	....	....	....	1.6
Tift	.2	....	.4	....	.2	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	1.1
Troup	.2	....	8.2	.3	.7	....	....	....	....	....	....	....	.2	....	....	.2	....	....	....	10.2
Upson	....	....	5.4	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	5.8
Walker	....	....	4.6	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	5.0
Walton	....	....	1.4	.2	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Whitfield	....	....	2.9	2.4	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	5.8
Total Above Counties	21.7	.2	97.7	19.8	17.5	6.4	10.3	5.0	7.5	.4	.1	1.2	4.4	3.0	2.7	5.9	.9	24.7	.1	248.1
% of U.S.A. Total for Above Counties	1.5	.2	7.9	1.7	2.4	1.8	2.0	.6	1.0	.2	....	.3	.8	.2	.2	.4	.1	1.3	....	1.5

KENTUCKY

Bell	.1	....	.2	....	.3	....	....	....	....	....	....	.2	....	.3	.7	....	....	....	....	1.1
Boyd	.1	....	....	....	....	....	....	....	....	.5	....	.6	.3	2.3	.7	....	....	....	....	5.0
Campbell	.5	....	....	.7	....	.4	....	....	....	....	....	....	....	2.6	.1	....	....	....	.7	5.7
Carter	....	....	....	....	....	....	....	....	....	....	....	....	.9	....	....	....	....	....	....	1.0
Christian	.3	.4	....	.5	....	....	....	....	....	....	....	.2	....	....	....	....	....	....	....	1.5
Daviess	.9	.4	....	....	....	.5	....	....	....	....	....	....	.1	.6	.1	.4	5.5	.3	....	9.5
Fayette	1.0	1.1	....	.4	....	....	....	.4	....	....	....	....	.2	....	.3	.1	.3	.3	....	4.8
Franklin	1.3	....	....	.8	....	....	....	....	....	....	....	.7	....	....	....	....	....	....	....	3.1
Graves	.6	....	....	2.3	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.3
Henderson	.1	.1	.1	.2	.1	.6	....	.3	....	....	....	....	....	....	....	....	....	....	....	1.9
Jefferson	14.1	6.7	.9	1.4	4.6	4.0	.4	4.9	6.6	.4	....	....	1.2	.8	10.3	12.5	.2	2.5	.1	74.5
Kenton	.8	....	....	....	....	....	.2	....	....	.2	....	....	....	.2	.5	.4	.8	....	.1	4.0
McCracken	.4	....	.6	.4	.4	....	.1	.1	....	....	....	.7	....	....	.2	.1	.9	.5	....	4.8
Mason	.2	.1	.1	....	....	....	....	....	....	....	....	.1	....	....	.3	.3	....	.2	....	1.8
Warren	.4	.4	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	.5	....	....	2.5
Total Above Counties	20.8	9.2	1.9	7.5	5.5	5.5	.7	5.7	6.6	1.1	....	2.5	2.7	6.5	12.5	13.9	8.2	3.8	.9	124.5
% of U.S.A. Total for Above Counties	1.4	9.1	.2	.8	.8	1.5	.1	.7	.9	.5	....	.7	.5	.5	1.1	.8	.8	.2	.3	.7

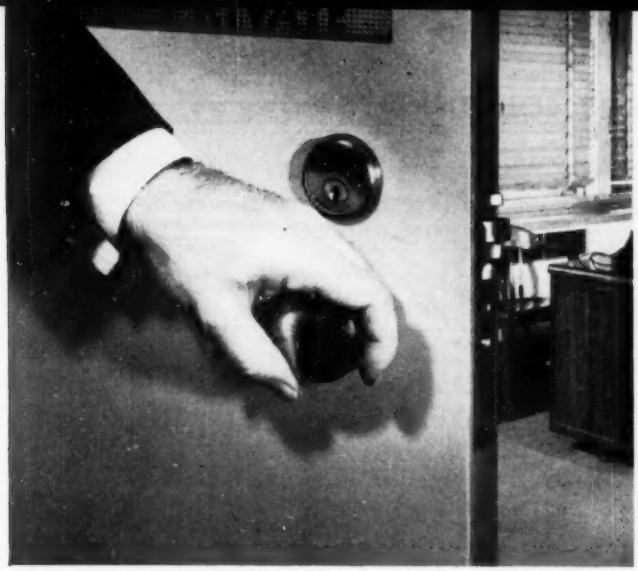
LOUISIANA

Allen	....	....	....	....	.6	....	.5	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Bossier	....	....	....	....	.8	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	1.2
Caddo	1.2	....	....	.3	1.2	.2	....	.6	.4	.4	....	....	.8	.2	.4	.4	....	....	....	7.1
Calcasieu	.7	....	....	....	.9	....	....	.2	2.1	3.1	....	....	.1	....	....	....	....	.1	....	7.6
De Soto	....	....	....	....	.5	....	....	....	....	....	....	....	....	....	....	.1	....	.5	....	1.2
East Baton Rouge	1.0	....	....	....	.7	....	....	.5	6.5	7.1	....	....	.1	.1	.5	.1	....	....	....	17.1
Iberia	.7	....	....	....	....	....	....	....	.6	....	....	....	....	....	....	....	....	....	....	1.5
Jackson	....	....	....	....	.4	....	1.5	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Jefferson	1.3	....	....	....	.7	....	1.4	....	.5	1.9	....	....	.2	....	.5	....	....	.6	....	8.1
La Fourche	1.0	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	.1	....	....	....	1.6
Madison	....	....	....	....	1.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.3
Morehouse	....	....	....	....	.2	....	2.4	....	....	....	....	....	....	....	....	....	....	....	....	2.7
Orleans	9.4	.7	2.1	5.6	1.4	1.0	.8	2.5	1.1	.4	....	....	1.9	.4	2.6	.6	....	5.2	.4	37.8
Ouachita	.2	....	....	.1	.9	.1	2.2	.1	.7	....	....	....	.1	....	....	....	....	....	....	4.8
Rapides	.6	....	....	....	2.2	....	....	.1	.1	....	....	....	.1	....	....	....	....	....	....	3.5
Sabine	....	....	....	....	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
St. Bernard	.6	....	....	....	.2	....	....	....	....	.0	....	....	....	....	....	....	....	....	....	1.8
St. Charles	....	....	....	....	....	....	....	....	....	.9	....	....	....	....	....	....	....	....	....	1.1
St. John	.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
St. Landry	.2	....	....	....	.4	....	....	....	.3	....	....	....	....	....	....	....	....	....	....	1.1
St. Mary	1.1	....	....	....	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.9
St. Tammany	....	....	....	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	.4	....	1.0
Tangipahoa	.3	....	....	.2	1.6	....	....	....	....	....	....	....	....	....	....	.1	....	....	....	2.3
Terrebonne	1.7	....	....	....	....	....	....	....	....	....	—..	....	....	....	.2	....	....	....	....	2.1
Washington	.1	....	....	....	.8	....	2.6	....	....	....	....	....	....	....	....	....	....	....	....	3.5

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

Is that

$$$



$$$$$$$$$$

Today STEEL helps you do two jobs that provide the answer to that question

Seventeen dollars is the price industry pays today for the average sales call. When you're buying calls at this price, you've got two problems:

1. To guide your salesmen to the kind of prospect who represents potential volume sufficient to make $17.00 sales calls pay off.
2. To boost your salesmen's productivity by *preconditioning* the market in advance of salesmen's calls.

To help you solve both, STEEL continues to gear its publishing and circulation programs to the needs of the world's largest industrial market.

That's why, through the pages of STEEL, you reach more U. S. metalworking plants with the most industrial buying power.

Moreover, you back your salesmen's efforts by talking to the "influential four" in metalworking . . . the key management, production, engineering and purchasing executives who say "Yes" or "No" to the order.

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Talk to the man from STEEL. He has market facts and figures, and other sales direction aids you'll be interested in. STEEL, Penton Building, Cleveland 13, Ohio.



PUT THE STRENGTH OF STEEL INTO YOUR ADVERTISING PROGRAM

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

LOUISIANA — (Continued)

COUNTY	SM EMPLOYMENT, 1953, IN THOUSANDS (Counties with 1,000 or over total industrial employment.)																			
	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Pet. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Webster	....	....	....	....	.8	....	1.4	....	....	.9	....	....	....	....	....	....	....	....	....	3.4
Total Above Counties	21.0	.7	2.1	6.2	17.3	1.3	12.8	4.0	12.4	15.6	....	....	3.3	.7	4.2	1.4	....	6.8	.4	119.0
% of U.S.A. Total for Above Counties	1.4	.7	.2	.5	2.4	.4	2.5	.5	1.7	6.5	....	....	.6	.1	.4	.1	....	.4	.1	.7

MISSISSIPPI

Adams	.1	....	....	.3	.7	....	....	....	....	....	1.3	....	....	....	....	....	....	....	....	2.8
Alcorn	....	....	.3	.2	.1	....	....	....	....	....	....	....	....	....	....	.2	....	....	....	1.2
Attala	.1	....	.7	....	.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Clarke	....	....	.5	....	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Copiah	....	....	....	.2	1.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Forrest	.3	....	....	.4	.7	....	....	....	.9	....	....	....	.1	....	....	....	....	....	....	2.8
Grenada	....	....	.3	....	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Harrison	2.5	....	....	.3	.3	....	....	....	.3	....	....	....	....	....	....	....	....	....	....	3.8
Hinds	1.3	....	.3	.4	2.2	1.7	.2	.5	.8	....	....	....	.7	....	.3	.1	.3	....	....	9.5
Jackson	....	....	....	....	.4	....	1.7	....	....	....	....	....	....	....	....	....	....	3.7	....	6.2
Jones	.2	....	.6	.5	2.1	....	2.3	....	.1	....	....	....	....	....	....	....	....	....	....	6.2
Lauderdale	.5	....	.9	.7	1.5	....	.4	.1	.1	....	....	....	....	....	....	....	....	....	....	4.7
Lee	.2	....	....	1.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Lincoln	....	....	....	.4	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Lowndes	.3	....	....	.5	.8	.3	....	....	....	....	....	....	.3	....	....	....	....	....	....	2.4
Madison	....	....	....	....	.5	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Marion	....	....	....	.4	.5	....	....	....	.4	....	....	....	....	....	....	....	....	....	....	1.4
Pike	.1	....	.3	.2	.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.4
Rankin	....	....	....	....	.6	....	....	....	....	....	....	....	.3	....	....	....	....	....	....	1.0
Warren	.2	....	....	....	1.0	....	....	.1	....	....	....	....	....	....	....	.1	....	.9	....	2.7
Washington	.3	....	....	....	.6	....	.4	.1	.4	....	....	....	....	....	....	....	....	....	....	1.9
Total Above Counties	8.1	....	3.9	5.6	16.6	2.5	5.0	.8	3.0	....	1.3	....	1.4	....	.3	.4	.3	4.6	....	57.8
% of U.S.A. Total for Above Counties	.4	....	.3	.5	2.3	.7	1.0	.1	.4	....	.5	....	.3	....	....	....	....	.2	....	.3

NORTH CAROLINA

Alamance	.1	....	14.6	....	.2	.5	.2	....	....	....	....	....	....	....	....	....	2.4	....	....	19.6
Alexander	....	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Anson	....	....	1.0	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Bladen	....	....	.9	....	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Buncombe	.5	....	4.0	.6	1.1	.3	....	.4	3.4	....	....	.1	....	....	.1	....	.1	....	....	11.3
Burke	.1	....	4.5	....	.3	3.1	....	....	....	....	....	.1	....	....	....	....	....	....	....	8.5
Cabarrus	.1	....	17.4	4.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	22.5
Caldwell	....	....	3.9	.3	.3	4.4	....	....	....	....	....	....	....	....	....	....	....	....	....	9.3
Catawba	.3	....	9.2	1.0	.6	3.3	.1	.1	....	....	....	....	.1	....	.1	....	....	....	....	15.4
Chatham	.1	....	.7	....	.5	.2	....	....	....	....	....	....	.1	....	....	....	....	....	....	1.8
Cleveland	.3	....	7.3	.3	.2	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	8.6
Craven	.1	....	....	.2	.4	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Cumberland	.2	....	2.2	....	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.9
Davidson	.1	....	5.6	.9	1.4	3.1	....	....	....	....	....	....	.1	....	....	....	....	....	....	11.6
Davie	....	....	.8	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Durham	.4	5.9	3.3	.6	.5	....	.1	.4	.3	....	....	....	.1	....	....	.4	....	....	....	12.5
Edgecombe	.1	.1	1.2	....	.1	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.1
Forsyth	1.5	13.2	8.4	.3	.4	1.2	.1	.4	.1	....	....	....	.1	.1	.5	.4	5.7	....	....	33.3
Franklin	....	....	.8	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Gaston	.2	....	28.2	....	.2	....	....	.1	....	....	....	....	.1	.1	....	.9	....	.3	....	30.8
Guilford	1.5	.1	18.9	2.6	1.4	4.4	.7	.8	1.0	....	....	....	.7	....	.8	.7	....	.1	....	35.5
Halifax	.1	....	3.6	....	.3	....	1.3	....	....	....	....	....	....	....	....	....	....	....	....	5.6
Harnett	.1	....	1.7	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.2
Haywood	....	....	....	....	.1	.5	2.0	....	....	....	.7	.8	....	....	....	....	....	....	....	4.4
Henderson	.1	....	1.5	....	....	....	....	....	....	....	....	....	.1	....	....	....	....	....	....	1.9
Hertford	....	....	....	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Iredell	.5	....	4.7	.4	.6	1.6	....	....	....	....	....	....	.1	....	....	.4	....	....	....	8.6
Johnston	.1	.3	1.0	....	.3	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.1
Lee	....	....	.4	....	.3	.2	....	....	....	....	....	....	.2	....	....	.2	....	....	....	1.8
Lenoir	.1	.8	.6	.5	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.7
Lincoln	....	....	3.1	....	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	3.6
McDowell	....	....	2.8	....	.2	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	4.3
Mecklenberg	3.2	....	9.2	.7	.4	.7	.6	1.1	.9	....	....	....	.8	.5	.5	1.2	.8	.2	....	22.4
Montgomery	....	....	1.4	.5	.4	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.7
Moore	....	....	1.0	....	.5	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	2.4
Nash	.1	1.1	.9	....	.4	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.9
New Hanover	.5	....	.4	1.2	1.4	....	....	.2	.5	....	....	....	....	....	....	....	....	....	....	4.7
Orange	....	....	1.1	....	.2	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	1.5
Pasquotank	.2	....	.7	....	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.8
Person	....	....	1.9	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.2

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

NORTH CAROLINA — (Continued)

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Pitt	.2	1.1	....	....	.2	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	1.9
Randolph	.1	....	6.8	.6	.5	1.3	....	....	....	....	....	....	....	....	....	....	....	....	....	9.7
Richmond	.4	....	4.1	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	5.0
Robeson	....	1.2	1.9	....	.5	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	4.1
Rockingham	.1	2.6	5.7	1.9	.2	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	11.7
Rowan	.6	....	5.3	.2	.3	....	....	....	.5	....	....	....	.4	....	....	....	....	....	....	7.8
Rutherford	....	....	5.5	.9	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	6.7
Scotland	....	....	2.0	.2	.2	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.8
Stanly	.1	....	4.7	....	.2	.5	....	....	....	....	....	....	.1	.7	....	....	....	....	....	6.6
Surry	....	....	4.4	.4	.1	1.4	....	....	....	....	....	....	....	....	....	....	....	....	....	6.7
Transylvania	....	....	.9	....	.2	....	1.1	....	....	....	....	.2	....	....	....	....	....	....	....	2.6
Union	.1	....	1.0	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Vance	....	.7	1.9	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	.1	....	3.3
Wake	.8	....	1.5	.1	.9	....	....	.5	....	....	....	....	.1	....	.1	....	....	....	....	4.6
Washington	....	....	....	....	.3	....	1.2	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Wayne	.4	.6	.3	....	.5	.2	....	....	.1	....	....	....	....	....	.1	.1	....	....	....	2.9
Wilkes	....	....	.7	....	.2	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	2.1
Wilson	.2	1.3	....	.1	.1	....	....	....	.1	....	....	....	....	....	....	....	....	.1	....	2.5
Total Above Counties	13.6	29.0	216.4	19.1	21.8	30.1	7.4	4.1	7.6	..	.7	1.2	3.1	1.4	2.2	4.3	9.0	.8	....	398.3
% of U.S.A. Total for Above Counties	.9	28.7	17.6	1.6	3.0	8.4	1.5	.5	1.0	....	.3	.3	.6	.1	.2	.3	.8	....	....	2.4

SOUTH CAROLINA

Abbeville	....	....	2.3	.4	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.6
Aiken	....	....	5.2	....	.5	....	....	....	....	....	....	....	.3	....	....	....	....	....	....	6.2
Anderson	.3	....	14.7	.7	....	....	....	.1	.1	....	....	....	....	....	....	....	....	....	....	16.3
Charleston	.9	1.2	....	.8	2.1	....	1.1	.4	1.7	.1	....	....	.9	.2	....	....	....	.2	....	10.5
Cherokee	.1	....	3.5	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4.3
Chester	.1	....	4.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	5.1
Chesterfield	.1	....	.4	.2	.4	....	....	....	....	....	....	....	.1	....	....	....	....	....	....	1.4
Darlington	....	....	1.9	....	.4	....	1.6	....	.1	....	....	....	....	....	....	....	....	....	....	4.4
Fairfield	....	....	1.3	....	.7	....	....	....	....	....	....	....	.1	....	....	....	....	....	....	2.3
Florence	.4	....	....	.3	1.4	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	2.6
Georgetown	....	....	....	....	.5	....	2.3	....	....	....	....	....	....	....	....	....	....	....	....	2.9
Greenville	1.3	....	20.1	2.6	.4	....	.3	.5	.2	....	....	....	....	.1	.1	1.3	....	....	....	27.9
Greenwood	.5	....	7.3	2.2	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	11.0
Hampton	....	....	....	....	1.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.4
Kershaw	....	....	.5	....	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Lancaster	....	....	5.8	....	.1	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	6.3
Laurens	....	....	6.3	.4	....	....	....	....	....	....	....	....	.3	....	....	....	....	....	....	7.3
Lexington	.1	....	1.0	....	.4	....	....	....	.1	....	....	....	.1	....	....	....	....	....	....	2.1
Marion	....	.1	.3	....	.5	.1	....	....	....	....	....	....	.1	....	....	....	....	....	....	1.3
Marlboro	....	....	1.1	....	.1	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Newberry	.1	....	3.1	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4.2
Oconee	....	....	3.3	.1	.4	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4.1
Orangeburg	.3	....	.3	.1	1.5	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.8
Pickens	....	....	5.2	.2	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	6.4
Richland	.6	....	3.5	1.1	.5	....	....	.4	.3	....	....	....	.4	....	.2	....	....	....	....	7.9
Spartanburg	.7	....	19.5	3.7	.5	....	....	.2	.2	....	....	....	....	.6	....	.2	....	....	....	28.2
Sumter	.2	....	.1	....	1.7	.9	....	....	.1	....	....	....	....	....	....	....	....	....	....	3.3
Union	....	....	5.3	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	5.7
York	.3	....	10.0	....	.1	....	....	....	1.1	....	....	....	....	....	....	....	....	.4	....	2.3
Total Above Counties	6.0	1.3	126.8	13.3	16.3	1.3	5.3	1.6	4.1	.1	....	....	2.3	.9	.3	1.5	....	.6	....	191.4
% of U.S.A. Total for Above Counties	.4	1.3	10.3	1.1	2.2	.4	1.0	.2	.6	....	....	....	.4	.1	....	.1	....	....	....	1.1

TENNESSEE

Anderson	....	....	.9	....	....	....	....	....	20.1	....	....	....	....	....	....	....	....	....	....	21.1
Bedford	....	....	.8	.8	....	....	....	....	....	....	....	.1	....	....	....	....	....	....	....	2.4
Blount	....	....	1.7	....	.9	....	....	....	....	....	....	....	....	7.3	....	....	....	....	....	10.2
Bradley	.1	....	1.4	.1	.2	.1	....	....	....	....	....	....	....	....	1.1	....	....	....	....	3.6
Carter	....	....	1.2	....	....	....	....	....	4.5	....	....	....	....	....	....	....	....	....	....	6.0
Coffee	....	....	....	.5	.1	....	....	....	....	....	....	.6	....	....	....	....	....	....	....	1.9
Davidson	4.4	.3	2.5	4.0	1.0	1.2	.3	2.6	6.8	....	....	1.8	1.1	.1	2.3	.5	3.0	.6	.3	36.1
Dyer	....	....	.5	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Franklin	....	....	....	.3	....	....	....	....	....	....	....	.3	.2	....	....	....	....	....	....	1.1
Gibson	.1	....	....	.6	.4	....	....	....	....	....	1.0	.4	....	....	....	....	....	....	....	2.9
Giles	.1	....	....	.2	....	....	....	....	....	....	....	.5	....	....	....	....	....	....	....	1.1
Greene	.3	.2	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Hamblen	.1	....	.6	....	.1	.9	....	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Hamilton	2.0	....	8.2	.8	1.3	1.4	1.5	.7	3.9	.1	....	.2	2.6	3.7	7.2	2.2	.2	.4	....	37.4
Knox	2.7	....	6.4	3.0	.8	.6	.4	.8	.7	....	....	....	1.8	.4	.2	.4	....	.2	1.5	21.0

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

since when do editors sell papers?

Since when? Since always. Good editing is what builds and holds circulation.

That was one big point made by the publication and agency men (*see pix, right*) who spoke at the ABP Circulation Conference hailing the 40th Anniversary of ABC.

The logic's simple. You can't *keep* selling a poor product. This is particularly true of business papers. They're specialized papers that must collect hard dollars, year after year, from hard-headed business readers. If the editor gives them facts and ideas they can use...they buy. If not... no sale.

So the familiar ABC report tells you how well an editor's selling. It's a yardstick of editing as well as circulation.

One thing's sure: editors of ABP publications (*all of them ABC*) have got to make their papers sell... and they know it. It keeps them working hard—and continuously—to give readers more for their money.

When readers get more out of a publication...so do advertisers.

THE ASSOCIATED BUSINESS PUBLICATIONS
Founded 1906 • 205 East 42nd Street, New York 17, N.Y.

4 more ways BUSINESS PAPER ABP LEADERSHIP builds better business papers...and better



KNOW YOUR ADVERTISER'S BUSINESS... or don't take his time... said E. B. Wintersteen at the latest "HOW" session of *ABP's New York Dotted Line Club*. A good salesman; he said, needs no crutches... but working knowledge of a prospect's business. Half a dozen speakers gave a solid refresher course on better service selling.

E. B. Wintersteen, General Manager of Starchroom Laundry Journal, and National Cleaner & Dyer



HOW MANY PEOPLE READ AN AD is not necessarily an efficiency measurement of a paper, since ad copy is a factor. But, Alfred Politz told the ABP Promotion and Research group, ABC figures and statistics on audience characteristics *combined*, can tell a lot about how many readers an advertiser *can* have.

Alfred Politz, president of Alfred Politz Research, Inc.





R. G. Lewis, Director of Circulation and V. P. Simmons-Boardman Pub. Corp., . . . President of ABP's National Circulation Round Table

Roger Barton, Editor, Advertising Agency Magazine and President of ABP's National Conference of Business Paper Editors

Bernard C. Duffy, President of Batten, Barton, Durstine & Osborn, Inc., advertising agency and long-time Director of ABC

H. H. Kynett, Senior Partner of The Aitkin-Kynett Co., Philadelphia advertising agency and a Director and past Chairman of ABC

business paper advertising

HOW IS PAID CIRCULATION BUILT . . . AND BOUGHT? Answers to both questions were keyed to editing, at the *ABP National Circulation Round Table* in New York. Robert G. Lewis put the idea bluntly: you can't keep selling a poor product. H. H. "Doc" Kynett explained: the fact that a subscriber pays is a qualitative factor in media selection. Roger Barton said: it takes an editor with knowledge of his field to hold readers. Ben Duffy put it this way: the ABC label enables a space buyer to select media with confidence. Over 400 attended the sessions saluting ABC on its 40th Anniversary.

"HIT THE ROAD" HITS THE PRESS AGAIN! As ABP's booklet goes to press for the fifth time, Billboard's K. Kemper presents a cover blow-up to Lloyd Dunn, who wrote it. His easy-reading primer on primary ad-research is one of the most popular of ABP's how-to-do-it booklets. If you haven't a copy, ask ABP for one.



Lloyd Dunn, Vice President in charge of Merchandising, Capitol Records and K. Kemper, Vice President, The Billboard and Chairman ABP's Merchandising Papers Committee (left)

GET YOUR ENTRIES IN NOW! At work on the next *ABP Advertising Contests* are Justin McCann, in charge of Awards for Advertising in Merchandising Papers . . . and Brad Wilkin who has Awards for Advertising in Industrial, Professional and Institutional Papers under his wing. Closing date: Jan. 31, 1955. Ask ABP for contest rules.

Justin McCann, Vice President, Haire Publishing Company and Brad Wilkin, Publisher, Progressive Architecture (left)

SEND FOR THESE HELPS

Here are two of ABP's many pamphlets and booklets. They're all planned to help you use business papers more effectively. Write ABP for the ones you want.

KNOW-POWER—the story of America's business press in action. Fresh insight into how it works . . . the job it's doing for business and industry, government and education. Important and interesting reading!

MAN-IN-THE-MIDDLE—eight folders on eight copy themes . . . spelling out advertising jobs you can do in the merchandising press . . . to sell more to and through dealers.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

TENNESSEE — (Continued)

COUNTY	SM EMPLOYMENT, 1953, IN THOUSANDS (Counties with 1,000 or over total industrial employment.)																		
	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Loudon	....	....	.5	....	....	.1	....	....	....	....	....	....	....	.6	....	....	....	....	....	1.5
McMinn	....	....	1.4	.1	.1	.2	....	....	....	....	....	....	....	....	.1	....	....	....	....	2.2
Madison	.5	....	1.2	....	.9	....	....	....	.1	....	....	....	.1	....	....	....	....	....	....	3.1
Marshall	.1	....	....	....	....	....	....	....	....	....	....	.3	....	.6	.3	....	....	....	....	1.9
Maury	.2	....	.3	.3	....	....	....	....	1.2	....	....	....	.3	....	....	....	.1	....	....	2.7
Montgomery	.2	.3	....	.2	....	....	....	....	....	....	.9	.2	....	....	....	....	....	....	....	2.1
Obion	.3	....	....	.5	....	....	....	....	....	....	....	.5	....	....	....	....	....	....	....	1.5
Roane	....	....	1.4	....	.3	....	....	....	.4	....	....	....	....	.3	....	.2	....	....	....	2.9
Rutherford	.4	....	.4	....	.1	....	....	....	....	....	....	....	....	....	....	.1	....	....	....	1.2
Shelby	6.7	.4	1.0	1.9	5.7	3.3	2.1	1.6	3.3	.2	3.9	....	.5	.3	1.5	4.0	1.2	2.3	....	41.7
Sullivan	.4	....	2.1	1.0	.2	....	1.3	1.5	9.1	....	....	....	1.2	....	....	.1	....	....	....	17.5
Sumner	.3	.2	....	....	.3	....	....	....	....	....	....	1.0	....	....	....	....	....	....	....	2.0
Unicoi	....	....	....	.5	....	....	....	....	....	....	....	....	.7	....	....	....	....	....	....	1.3
Warren	....	....	.5	....	.2	....	....	....	....	....	....	.2	....	....	....	....	....	....	....	1.2
Washington	.3	....	1.1	....	.4	.2	....	....	....	....	....	....	.3	....	.4	....	....	....	....	3.1
Weakley	....	.2	....	.6	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Total Above Counties	19.2	1.6	34.1	16.1	13.4	8.0	5.6	7.2	50.1	.3	5.8	6.1	8.8	13.3	13.1	7.5	4.5	3.4	1.8	235.8
% of U.S.A. Total for Above Counties	1.3	1.6	2.8	1.4	1.8	2.2	1.1	.9	6.9	.1	2.2	1.7	1.7	1.0	1.2	.4	.4	.2	6	1.4

VIRGINIA

Albemarle	.4	....	1.2	.4	.3	....	....	....	....	....	....	....	....	....	....	..	....	....	....	2.8
Alleghany	....	....	.6	....	....	....	2.0	....	.6	....	....	.4	....	....	....	....	....	....	....	4.1
Arlington	.2	....	....	....	....	....	....	.1	.3	....	....	....	.2	.1	.2	....	....	....	....	1.4
Augusta	.4	....	2.0	.6	.1	.6	....	.1	3.3	....	....	....	.3	....	.3	....	....	....	....	8.3
Bedford	.3	....	.4	....	.1	....	.3	....	....	....	.1	....	....	....	....	....	....	....	....	1.6
Campbell	.6	....	2.8	1.8	.6	1.3	.6	.3	.4	....	....	2.4	....	1.4	....	.1	....	....	....	13.6
Carroll	....	....	1.0	....	.1	1.0	....	....	.1	....	....	....	....	....	....	....	....	....	....	2.5
Chester	....	....	....	....	.2	....	....	....	5.0	....	....	....	....	....	....	....	....	....	....	5.3
Dinwiddie	.2	2.0	....	.6	.5	....	.3	....	....	....	....	.3	....	....	.2	....	.2	....	.9	5.8
Franklin	....	....	.2	....	.5	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Frederick	.9	....	.9	....	.2	....	....	....	....	....	.3	....	.1	....	....	....	....	....	....	2.7
Giles	....	....	....	....	....	....	....	....	4.3	....	....	....	....	....	....	....	....	....	....	4.5
Grayson	....	....	1.2	....	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Greensville	....	....	....	....	.5	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Halifax	....	.6	1.4	....	.2	....	....	....	....	....	....	.2	....	....	....	....	....	....	....	2.6
Henrico	4.4	8.9	.4	2.7	2.1	.4	3.2	2.4	.8	....	....	.1	.5	.2	2.4	.3	....	....	....	31.2
Henry	....	....	2.0	.5	.6	3.0	....	....	2.9	....	....	....	.3	....	....	....	....	....	....	9.9
Isle of Wight	.5	....	....	....	.4	....	.7	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Mecklenburg	....	....	.4	.1	.5	....	....	....	....	....	....	.1	....	....	....	....	....	....	....	1.4
Montgomery	.1	....	.7	.6	.4	.4	....	....	....	....	....	....	....	.2	....	....	....	....	....	2.5
Nansemond	1.0	....	....	....	1.5	....	....	....	.1	....	....	....	.1	....	....	....	....	....	....	3.1
Norfolk	2.5	....	.4	.7	1.7	.4	....	.8	2.5	....	....	....	.5	.4	.7	.2	....	5.0	....	16.6
Northampton	.7	....	....	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Orange	....	....	.8	....	.1	....	....	....	....	....	....	....	....	....	.1	....	....	....	....	1.2
Pittsylvania	.4	.7	13.3	.1	.6	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	15.7
Prince George	....	....	.5	....	.1	....	1.1	....	2.2	....	....	....	....	....	....	....	....	....	....	4.1
Pulaski	....	....	1.2	....	.2	.8	....	....	.4	....	....	....	....	....	....	....	....	....	....	2.9
Roanoke	1.9	....	1.3	1.4	.3	1.1	.1	.6	3.4	....	....	.1	.4	.2	1.5	.1	....	....	....	13.1
Rockbridge	....	....	2.0	....	.1	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	2.4
Rockingham	.9	....	.5	.4	....	.3	....	....	.6	....	....	.2	....	....	....	....	....	....	....	3.4
Smyth	....	....	.7	.4	.1	.3	....	....	.9	....	....	....	.1	....	....	....	....	....	....	3.1
Spotsylvania	.1	....	....	.9	.3	....	....	....	1.5	....	....	.4	....	....	....	....	....	....	....	3.4
Warren	....	....	1.0	....	....	....	....	....	2.4	....	....	....	....	....	....	....	....	....	....	3.7
Warwick	.2	....	.1	.2	.1	....	.2	.4	....	....	....	....	.8	....	....	....	....	14.4	....	17.4
Washington	.6	....	1.2	.5	.5	.9	.4	....	....	....	....	....	.2	....	.3	.3	....	....	....	5.4
Total Above Counties	16.3	12.2	38.2	12.1	13.2	10.9	9.2	4.8	31.9	....	.4	4.2	3.5	2.5	5.7	1.0	.2	19.4	.9	202.2
% of U.S.A. Total for Above Counties	1.1	12.1	3.1	1.0	1.8	3.0	1.8	.6	4.4	....	.2	1.1	.7	.2	.8	.1	....	1.8	.3	1.2

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

Why This Issue Is Not "Scored"

To the many readers who have bothered to write thank-you notes about the perforation device to aid in lifting out sheets for filing: This issue is not "scored" because the entire contents are designed for reference use. We will go back to perforating in the November 20 issue.—**The Editors**

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

SOUTHWEST AREA

ARIZONA

EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Cochise	....	....	....	....	....	....	....	.2	....	....	....	....	....	.5	....	....	....	....	....	1.1
Maricopa	2.2	....	....	.1	.5	.2	....	1.0	.7	....	....	....	.5	2.2	1.0	.8	....	.6	....	11.0
Pima	.4	....	....	.1	....	....	.2	.4	....	....	....	....	.5	.1	....	.1	....	....	....	2.2
Total Above Counties	2.6	....	....	.2	.5	.2	1.4	.9	....	....	....	....	1.0	2.8	1.0	.9	....	.6	....	14.3
% of U.S.A. Total for Above Counties	.2	....	....	....	.1	.1	....	.2	.1	....	....	....	.2	.2	.1	.1	....	....	....	.1

NEW MEXICO—

Bernalillo	.7	....	....	....	.5	....	....	.3	3.2	....	....	....	.2	....	.2	....	....	.3	....	6.5
Eddy	.1	....	....	....	....	....	....	....	.9	....	....	....	....	....	....	....	....	....	....	1.2
Total Above Counties	.8	....	....	....	.5	....	....	.3	4.1	....	....	....	.2	....	.2	....	....	.3	....	7.7
% of U.S.A. Total for Above Counties	....	....	....	....	.1	....	....	....	.6	....	....	....	....	....	....	....	....	....	....	....

OKLAHOMA

Creek	.1	....	....	....	....	....	....	....	....	.5	....	....	.6	....	....	....	....	....	....	1.5
Garfield	.9	....	....	.1	....	....	.1	....	.3	....	....	....	....	....	....	.3	....	....	....	2.2
Kay	.3	....	....	....	....	....	....	.1	....	2.7	....	....	.3	.7	....	.1	....	.1	....	4.7
Muskogee	.8	....	....	.1	....	....	....	.2	....	....	....	....	.6	....	.1	....	....	....	....	2.4
Oklahoma	4.7	....	.3	.3	.8	.1	1.6	.3	.4	....	....	.3	.2	1.8	1.2	.1	.2	....	....	13.6
Okmulgee	.1	....	....	....	....	....	....	....	....	.1	....	....	1.5	.6	....	....	....	....	....	2.6
Ottawa	.1	....	.1	....	....	....	....	....	....	....	1.1	....	....	....	....	....	....	....	....	1.6
Pontatoc	.3	....	....	....	....	....	....	....	....	.2	....	....	.3	....	....	....	....	....	....	1.0
Tulsa	1.5	....	1.1	.1	.2	.1	.1	1.4	.4	2.1	....	....	.6	1.0	2.2	4.8	.1	13.4	.4	31.2
Washington	....	....	....	....	....	....	....	....	....	....	....	....	.2	.5	....	.2	....	....	....	1.2
Total Above Counties	8.8	....	1.1	.5	.7	.9	.2	3.4	.7	6.3	1.1	....	4.4	3.0	4.1	6.6	.2	13.7	.4	62.0
% of U.S.A. Total for Above Counties	.6	....	.1	....	.1	.3	....	.4	.1	2.6	.4	....	.8	.2	.4	.4	....	.7	.1	.4

TEXAS

Angelina	.1	....	....	....	1.8	....	.8	....	....	....	....	....	....	.9	....	.6	....	....	....	4.5
Bexar	5.1	.2	.4	3.4	.6	.5	.1	1.9	.3	.1	....	.1	1.1	.3	.8	.9	.1	....	.1	17.3
Bowoe	.4	....	....	....	1.5	....	....	.1	....	....	....	....	.1	....	....	....	....	....	....	2.4
Brazoria	....	....	....	....	....	....	....	....	3.0	.4	....	....	....	.1	....	....	....	....	....	3.9
Cameron	1.2	....	....	.1	....	....	....	.2	.2	.3	....	....	....	....	....	....	....	....	....	2.6
Cass	....	....	....	....	.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Cherokee	.2	....	....	.1	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Collin	.2	....	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Comal	.4	....	.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Dallas	10.4	....	1.1	8.1	.7	3.0	2.0	5.0	2.1	2.1	.3	.2	1.3	.8	3.1	5.0	3.5	22.5	.6	74.3
Ellis	.1	....	....	.3	....	....	....	.1	.1	....	....	....	.1	....	....	.2	....	....	....	1.3
El Paso	1.5	....	....	2.1	.1	....	....	.4	.3	.2	....	.1	.6	1.6	.1	....	....	....	.2	8.0
Galveston	.7	....	....	....	.1	....	....	.3	2.5	2.4	....	....	....	1.0	....	....	....	1.5	....	9.1
Grayson	1.4	....	.7	.5	.2	....	....	.1	....	....	....	....	....	....	....	.4	....	....	....	3.7
Gregg	.2	....	....	....	.3	....	....	.1	....	.2	....	....	....	.4	....	.8	....	....	....	2.3
Harris	8.6	....	.6	2.4	2.3	1.8	2.6	4.8	9.3	11.3	.4	....	1.9	5.5	7.3	16.2	.6	1.2	.4	82.5
Harrison	.3	....	....	.2	1.1	....	....	....	.3	....	....	....	.1	.3	....	....	....	....	....	2.5
Hidalgo	1.6	....	....	.1	....	....	....	.1	....	....	....	....	.3	....	....	.1	....	....	....	2.6
Hunt	.5	....	.1	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Hutchinson	.1	....	....	....	....	....	....	.2	2.2	1.9	....	....	....	....	....	....	....	....	....	5.1
Jasper	....	....	....	....	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Jefferson	1.1	....	....	....	.9	....	.1	.5	1.2	17.0	....	....	.1	.4	1.0	.5	....	.7	....	25.0
Lamar	.5	....	....	....	.2	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	1.1
Lubbock	.2	....	....	....	....	....	....	.2	.3	....	....	....	.1	....	.1	.1	....	....	....	2.5
McLennan	1.2	....	.7	1.7	.9	.6	....	.4	.2	....	.9	....	.7	....	.2	.2	....	....	....	8.3
Montgomery	....	....	....	....	2.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.1
Nacogdoches	.1	....	....	.2	1.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.8
Navarro	.1	....	.3	....	....	....	....	....	....	....	....	....	....	....	....	.5	....	....	....	1.4
Nueces	1.3	....	....	....	.1	....	....	.3	1.6	1.1	....	....	.2	.4	.1	.1	....	....	....	5.7
Orange	.1	....	....	....	.9	....	.2	....	1.3	....	....	....	....	....	.8	....	....	.7	....	4.4
Polk	....	....	....	....	1.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.3
Potter	.7	....	....	....	.3	.1	....	.3	.1	.8	....	....	....	.5	.1	.3	....	....	....	3.9
Smith	.4	....	....	.3	.2	....	....	.2	....	.1	....	....	.3	1.2	.4	....	....	....	....	3.7
Tarrant	8.9	....	....	2.5	.6	.9	.8	1.9	1.1	1.1	....	.1	.4	.9	1.0	1.2	....	31.8	.2	55.8

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

TEXAS — (Continued)

COUNTY	SM EMPLOYMENT, 1953, IN THOUSANDS (Counties with 1,000 or over total industrial employment.)																		
	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Taylor	.4	....	....	.2	....	....	....	.3	....	....	....	....	....	....	....	....	....	....	....	1.2
Tom Green	.4	....	....	....	....	....	....	.2	.1	....	....	....	.2	....	....	....	....	....	....	1.3
Travis	.8	....	....	....	.2	.3	....	.8	.1	....	....	....	.3	....	.1	....	....	....	....	3.2
Webb	.1	....	.1	.2	....	....	....	....	....	....	....	....	....	.2	....	....	....	....	....	1.0
Wichita	.6	....	....	.2	....	....	....	.2	....	.2	....	....	.3	.1	.2	.8	....	....	....	3.2
Total Above Counties	50.9	.2	5.4	22.9	20.4	7.2	6.6	18.6	26.4	39.2	1.6	.5	8.1	14.6	15.3	27.9	4.2	58.4	1.5	356.4
% of U.S.A. Total for Above Counties	3.4	.2	.4	2.0	2.8	2.0	1.3	2.3	3.6	16.3	.6	.1	1.6	1.1	1.4	1.7	.4	3.0	.5	2.1

CENTRAL AREA

ILLINOIS

Adams	1.1	....	....	.2	....	.1	.3	.3	.1	....	....	.4	.4	.1	.4	2.0	.6	.7	....	7.5
Alexander	.1	....	....	....	.1	....	....	....	.1	....	....	.1	....	....	....	....	....	....	....	1.0
Boone	.3	....	....	....	....	....	.1	....	....	....	....	....	....	....	.4	.8	....	....	....	1.9
Bureau	.1	....	....	....	....	....	....	....	.2	....	....	....	....	.3	....	....	.4	....	....	1.6
Champaign	.5	....	....	.3	....	....	....	.4	.1	....	....	....	....	.3	....	.2	....	....	....	2.4
Christian	.1	....	....	.2	....	....	.1	.2	....	....	....	....	....	....	....	....	....	....	....	1.4
Clinton	.1	....	....	....	....	....	....	....	....	....	....	.6	....	.2	.1	....	....	....	....	1.1
Coles	.2	....	....	....	....	.2	....	....	....	....	....	1.1	....	.1	....	.8	.6	....	....	3.3
Cook	95.8	.8	8.7	46.0	8.6	21.1	21.8	76.3	30.0	6.4	4.7	12.2	12.8	65.2	91.6	117.2	124.6	46.1	21.9	844.7
Crawford	....	....	....	....	....	....	....	....	....	.9	....	....	.4	....	....	....	....	....	....	1.6
De Kalb	.5	....	....	.2	....	....	....	.1	....	....	....	....	....	1.1	4	.4	1.8	.3	....	5 7
DuPage	.3	....	....	....	.2	1.1	....	.2	.1	....	....	.2	.1	.1	.3	.4	....	....	....	4.1
Edgar	.1	....	....	....	....	....	....	.1	....	....	....	.1	....	....	....	....	....	.2	....	1.0
Effingham	.1	....	....	.5	....	....	....	.1	....	....	....	....	....	....	.6	....	....	....	....	1.6
Fayette	....	....	....	....	.1	....	....	....	....	.4	....	.4	....	....	....	....	....	....	....	1.0
Fulton	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.2	....	....	....	3.6
Grundy	....	....	....	....	....	....	1.0	....	....	....	....	....	.2	....	....	.4	....	....	....	2.2
Henry	.7	....	....	.4	....	....	....	.1	....	....	....	....	....	....	1.0	2.7	....	....	....	4.3
Jackson	.1	....	....	.5	.2	....	....	....	....	....	....	.7	....	....	....	....	....	....	....	1.9
Jefferson	.1	....	....	.3	....	....	....	....	....	....	....	.5	....	.7	.4	....	....	.9	....	3.3
Kane	.8	....	....	1.2	.2	3.4	1.3	1.5	.3	....	....	.5	.7	1.0	1.6	5.4	2.3	.9	3.0	28.3
Kankakee	.5	....	.8	....	....	1.2	.1	.1	.4	.1	....	....	.2	.2	2.5	.8	....	....	....	7.7
Knox	.1	....	....	.4	.3	....	....	.1	.1	....	....	....	.5	....	.9	1.5	....	....	....	4.3
Lake	.9	....	.2	.1	....	.1	.4	.8	3.9	.2	....	.4	2.4	3.1	1.8	5.1	1.7	....	....	2.0
La Salle	.5	....	.3	.3	.1	.6	.4	.4	.6	.1	....	.1	6.5	.6	.8	.7	.9	.5	3.9	18.5
Lawrence	....	....	....	.3	....	....	....	....	....	.8	....	....	....	....	....	....	....	....	....	1.3
Lee	.6	....	....	....	....	....	....	.1	....	....	....	.3	.2	.3	.1	....	....	....	....	2.0
Livingston	....	....	....	....	....	....	....	.1	....	....	....	.5	.3	....	....	.1	....	....	....	1.5
McDonough	.2	....	....	....	....	....	....	....	....	....	....	....	.4	....	.3	.3	....	....	....	1.5
McHenry	.1	....	....	.1	....	....	.1	....	.2	....	....	....	.3	.9	.1	1.5	1.0	....	....	5.1
McLean	.4	....	....	....	.1	....	....	.4	.3	....	....	....	....	....	.2	1.3	.1	....	....	3.3
Macon	2.9	....	....	1.0	....	.1	....	.3	1.5	....	....	....	....	1.0	.5	2.0	....	.9	....	12.0
Madison	1.5	....	....	1.0	.1	....	1.3	.3	.2	5.3	....	1.0	3.0	14.7	1.7	.8	....	.3	....	35.0
Marion	.6	....	....	.3	....	....	....	....	....	....	....	.7	....	....	....	....	....	....	....	2.0
Montgomery	....	....	....	.3	....	....	....	....	.5	....	....	.4	.3	....	.3	....	....	....	....	2.1
Morgan	.2	....	....	.1	....	....	....	.3	....	....	....	....	....	....	....	....	.4	....	....	1.3
Ogle	.4	....	.4	.2	....	....	....	1.3	....	....	....	....	....	....	.1	.6	....	.5	....	4.0
Peoria	5.7	....	.1	.6	.6	....	.9	1.4	.7	....	....	....	.1	2.7	.9	2.3	....	....	....	17.1
Randolph	.5	....	.2	.3	....	....	....	....	....	....	....	1.3	....	....	....	....	....	....	....	2.5
Richland	....	....	....	....	....	....	....	....	....	....	....	.8	....	....	....	....	....	....	....	1.1
Rock Island	.5	....	....	.4	.8	....	.3	.7	....	....	1.1	....	....	1.9	1.1	20.5	1.0	.1	....	29.9
Saint Clair	7.8	....	.2	.9	.3	....	.2	.4	5.4	.8	.4	.7	.8	4.3	1.9	1.1	....	....	....	27.4
Sangamon	1.8	....	....	....	.1	....	....	.6	....	....	....	.5	.2	....	.7	5.3	2.1	....	....	12.5
Stephenson	.7	....	....	....	....	....	....	.1	.5	....	....	....	....	....	....	.8	1.4	.4	....	4.9
Tazewell	1.1	....	....	....	....	....	....	....	....	....	....	....	.2	.1	....	28.1	....	....	....	9.9
Vermilion	1.4	....	....	.3	....	....	....	.5	....	....	....	.1	.2	2.2	1.0	1.6	1.0	....	....	9.3
Wabash	....	....	....	.2	....	....	.1	....	....	....	....	....	....	....	.2	....	.5	....	....	1.2
Wayne	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1	....	1.2
Whiteside	.2	....	....	....	....	....	....	....	....	....	....	....	....	2.1	1.8	1.2	....	....	....	6.1
Will	.7	....	....	.5	.1	....	1.3	1.3	.6	3.0	.1	....	1.0	2.9	.7	.8	....	.4	....	14.5
Williamson	.1	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	.2	.3	....	....	1.1
Winnebago	.9	....	1.2	.2	.2	3.2	.2	.6	.5	....	....	.1	.5	2.7	12.0	14.5	.3	1.6	.8	40.9
Total Above Counties	131.3	.6	12.1	57.3	12.1	31.1	29.9	89.1	48.3	18.0	6.3	23.7	31.7	108.8	128.4	224.6	141.0	54.9	29.6	1246.7
% of U.S.A. Total for Above Counties	8.9	.6	1.0	4.9	1.7	8.7	5.9	11.2	6.4	7.5	2.4	6.5	6.1	8.1	11.4	13.4	13.2	2.8	10.0	7.5

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

INDIANA

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Pet. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Adams	.4	....	....	....	....	.2	....	.1	.5	....	....	....	....	....	....	....	.6	....	....	2.4
Allen	2.6	....	.9	.9	.2	.6	.3	.9	.2	....	1.8	....	....	2.9	.3	5.2	12.0	13.1	....	45.2
Bartholomew	.6	....	....	.1	....	.8	....	....	....	....	....	.2	....	.6	.1	1.6	2.1	....	....	6.8
Blackford	.1	....	....	....	.1	....	.5	....	....	....	....	....	.5	....	.3	....	....	....	....	1.8
Boone	.1	....	....	.1	....	....	....	....	.2	....	....	....	....	....	....	.4	....	.3	....	1.4
Cass	.2	....	....	.1	....	....	....	.1	....	....	....	....	....	....	.4	.5	.7	.9	....	3.3
Clark	.1	....	....	.3	.4	....	....	....	1.5	....	....	....	.4	....	....	....	....	1.5	....	4.6
Clay	....	....	....	....	....	....	....	....	....	....	....	....	1.2	....	....	....	....	....	....	1.5
Clinton	.1	....	....	.1	....	....	....	....	....	....	....	....	....	....	.2	.4	....	.6	....	1.8
Daviess	.3	....	....	....	....	....	....	....	....	....	.4	....	....	....	....	.3	....	....	....	1.3
Dearborn	2.3	....	....	....	.1	.2	.3	....	.6	....	....	....	....	.8	.3	1.7	....	....	....	7.1
De Kalb	.1	....	....	....	....	....	....	.2	....	....	.3	....	....	.4	.2	.3	....	.8	....	2.8
Delaware	1.1	....	....	.1	....	.1	.4	.3	....	....	.7	....	2.3	1.9	1.8	.8	1.1	7.1	....	19.1
Dubois	.1	....	....	.1	.4	2.1	....	....	....	....	....	....	....	....	....	....	.5	....	....	3.7
Elkhart	.8	....	....	.4	.6	1.4	1.1	.2	1.5	....	1.1	....	....	.5	1.9	1.4	2.3	1.5	....	17.1
Fayette	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0	2.7	....	2.8	....	6.8
Floyd	....	....	....	.7	1.7	.1	....	.2	.6	....	....	.2	....	.2	....	.1	....	.8	....	5.3
Fountain	....	....	....	....	....	.1	....	....	....	....	....	....	....	1.0	....	....	....	....	....	1.3
Gibson	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.4	....	.1	1.1
Grant	.3	....	....	.1	....	.3	.8	.3	....	....	....	.3	1.6	2.1	.7	.2	1.8	.5	....	9.9
Hamilton	.6	....	....	....	....	....	.3	....	....	....	1.2	....	....	....	....	....	....	....	....	2.6
Henry	.3	....	....	....	....	....	....	....	....	....	....	....	.4	2.2	.6	1.0	....	3.9	....	9.3
Howard	.2	....	....	.3	....	....	....	.5	....	....	....	....	.9	3.5	.7	....	3.5	1.5	....	12.1
Huntington	.4	....	....	.1	....	.2	....	.2	....	....	.4	....	.2	....	.2	.3	1.4	....	....	3.9
Jackson	.2	....	.1	.1	.2	....	....	....	....	....	....	.5	.1	....	.2	....	....	1.4	....	3.5
Jay	.2	....	....	.2	....	....	....	....	....	....	....	....	.9	.8	....	....	....	1.0	....	3.5
Johnson	.4	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	.8	....	1.5
Knox	.2	....	....	....	....	....	.4	....	....	....	....	.2	.4	....	....	....	....	....	....	1.8
Kosciusko	.3	....	....	....	.1	.1	....	.1	....	....	....	....	.2	.4	.1	.7	....	....	.1	2.7
Lake	2.6	....	.5	.5	....	.2	.5	1.3	3.0	14.7	....	....	2.5	58.1	7.2	1.4	.1	5.4	....	101.2
La Port	.1	....	.7	.5	.3	.8	....	.2	....	....	....	.3	.2	.5	1.7	4.0	.1	3.4	.3	14.2
Lawrence	....	....	....	.2	....	....	....	....	....	....	....	....	1.3	1.3	....	.3	.7	.4	....	4.9
Madison	.7	....	....	.4	....	.1	.3	.5	....	....	....	....	1.2	.9	5.9	1.5	14.1	.2	....	36.3
Marion	11.2	....	2.1	2.2	1.2	1.4	2.2	5.0	8.2	.2	2.8	....	1.1	5.0	6.9	12.2	19.3	28.7	.4	112.5
Marshall	.2	....	....	....	.1	....	....	....	....	....	....	....	....	.2	....	....	.4	.7	....	2.1
Miami	.1	....	....	....	.2	.3	....	.1	....	....	....	....	....	.4	.2	....	1.0	....	....	3.2
Monroe	.1	....	....	....	....	.6	....	.1	....	....	....	....	1.0	....	....	....	2.1	....	....	4.2
Montgomery	.2	....	....	....	....	....	....	1.2	....	....	....	....	.1	1.3	.1	.1	....	....	....	3.4
Noble	.1	....	....	.1	....	....	....	....	....	....	....	....	....	.7	....	.5	.3	....	....	2.3
Orange	.1	....	....	....	....	.3	.1	....	....	....	....	....	....	....	....	....	.6	....	....	1.2
Perry	....	....	.2	....	....	1.3	....	....	....	....	....	....	.3	....	....	....	.7	.9	....	3.9
Porter	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	.4	.9	....	....	2.0
Randolph	.1	....	....	.2	....	.4	....	....	....	....	....	....	.7	....	.3	.5	....	.8	....	3.6
Ripley	.1	....	....	....	.1	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Rush	.1	....	....	....	....	.4	.1	....	....	....	....	....	....	....	....	....	....	....	....	1.1
St. Joseph	1.4	....	....	2.1	.1	2.0	.5	.7	.2	.2	5.4	....	....	.3	.9	7.2	.2	32.3	.3	55.4
Scott	.6	....	....	....	....	....	....	....	....	....	....	....	....	....	.7	....	....	....	....	1.4
Shelby	.3	....	....	.1	....	.8	.3	....	....	....	....	....	....	....	.2	.9	.3	....	....	3.3
Tippecanoe	.4	....	....	....	.9	....	.2	.3	....	....	.9	....	....	1.8	.5	.5	.9	.9	....	8.3
Vanderburgh	2.9	.6	....	.9	.4	1.8	.2	.7	1.3	....	....	....	.5	....	2.9	15.1	....	4.1	....	33.1
Vigo	4.3	....	....	.2	.2	....	.8	.5	1.5	.1	....	....	.1	1.0	1.2	.2	....	....	....	11.0
Wabash	....	....	....	....	....	.7	.3	.1	....	....	.7	....	.6	.1	....	.6	1.3	....	....	4.9
Wayne	.4	....	.4	.2	....	.3	....	.2	....	....	....	....	.2	1.5	1.0	9.7	.1	.6	....	15.9
White	....	....	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	.6	....	....	1.0
Whitley	.1	....	.1	.1	....	....	....	....	....	....	....	....	....	....	.2	....	....	.5	....	1.2
Total Above Counties	38.3	.6	5.0	11.5	7.4	18.3	9.6	14.0	19.3	15.2	15.7	1.7	18.9	90.4	38.9	72.7	70.1	117.4	1.2	618.0
% of U.S.A. Total for Above Counties	2.6	.6	.4	10.0	1.0	5.1	1.9	1.8	2.7	6.3	6.0	.5	3.6	6.8	3.5	4.3	6.6	6.1	.4	3.7

IOWA

Black Hawk	6.6	....	....	.8	.3	....	....	.4	.1	....	....	....	.1	.2	.5	8.9	....	....	....	18.4
Cerro Gordo	1.8	....	....	.1	....	....	....	.2	....	....	....	....	.9	....	....	....	....	....	....	3.5
Clinton	1.9	....	....	.2	.3	....	....	.1	1.0	....	....	....	....	....	.3	1.3	....	....	....	5.5
Des Moines	.4	....	....	....	....	.6	....	.1	1.7	....	....	....	....	.2	.2	.9	.3	....	....	5.1
Dubuque	2.4	....	....	.3	2.0	.2	.3	.2	.2	....	....	....	....	....	.3	2.9	.7	....	....	10.5

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

IOWA — (Continued)

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mech.	Trans. Equip.	Instruments	Total
Floyd									.6							1.5				2.5
Jasper																3.4				4.2
Jefferson				.1										.1		.8				1.3
Lee	1.7						.3	.1	1.0		.9	.1		.4	3	.7				6.7
Linn	5.4				.1		.1	.8	.1				.1		1.0	4.5	4.5	.7		17.9
Marshall	.9													.3	.8	1.2			.2	3.8
Muscatine	1.0				.4											.4				3.8
Polk	3.6		.6	.6	.2	.3	.1	3.6	.6		1.5	.3	.6	.1	1.6	3.6		2.0		20.7
Pottawatamie	.5							.1						.1	.1			.2		1.5
Scott	2.1		.1	.3	.1	.2		4					.4	2.3	.2	5.3		.3	.3	13.0
Wapello	3.3													.1		2.3				6.1
Webster	1.4							.1	.3				1.5			.5	.1			4.3
Woodbury	6.2			.2	.2			.4	.2				.1			.8	1.5			10.5
Total Above Counties	39.2		.7	2.6	3.6	1.3	.8	6.5	5.8		2.4	.4	3.7	3.8	5.3	39.0	7.1	3.2	.5	139.3
% of U.S.A. Total for Above Counties	2.6		.1	.2	5	.4	.2	.8	.8		.9	.1	.7	.3	.5	2.3	.7	.2	.1	.8

MICHIGAN

Alger					.5		.4													1.0
Alegan	.5				.4	1.0	.1	.3						.5	.9					4.1
Alpena	.1		.2			.2						.3	.5		.4					1.9
Barry	.1				.2										1.5					2.3
Bay	.7		.3	.1	.5	.7		.1				.2	1.3	.1	1.4	.9	4.9			11.9
Berrien	.4		.1	.4	.1	.3	1.8	.9			.6			3.1	2.4	5.6	1.0	2.1		20.0
Branch														.7	.2	.3		.8		3.0
Calhoun	6.5				.1		1.6	.4					.7	1.2	3.2	5.2	.3	2.9		22.8
Cass														.2	.2	.1		.7		1.6
Chippewa					.4				.5			.9								2.0
Delta	.1				1.0	.1	.6										.1			2.2
Dickinson	.1			.3	.3				.6							.5				2.1
Eaton	.1		.3		.1	.3							.1	.3		.1	.4			2.2
Genesee	.8		.3		.1		.1	.7	.5					.3	.3	.6		65.1		71.0
Gogebic					.3													.5		1.1
Grand Traverse	.4														.1	.3		.6		1.9
Gratiot	.2								.4	.2						.1	.1	1.8		3.2
Hillsdale	.1			.1											.1	.2		1.3		2.4
Houghton	.3				.5			.1						.5						1.7
Huron	.4								.4						.1					1.2
Ingham	.6							.7	.1					2.1	1.6	1.6		24.4		32.4
Ionia	.3		.1			.1								.2	.2	1.3		1.4		4.2
Jackson	.4			.4		.2		.2	.1		1.0		.7	.5	2.2	1.6	.9	6.5	.3	15.7
Kalamazoo	.7			.4		.1	8.8	.8	2.8				.1	.3	2.7	2.2		2.0		23.1
Kent	2.8		1.2	.1	1.3	9.9	1.5	1.8	.4	.1	.5	.8	.8	1.8	9.9	9.2	.4	7.3		51.9
Lapeer														.4	.3					1.0
Lenawee	.4		.1			.6	.2				.1		.2	.7	1.9	4.5	.2	1.2		11.0
Livingston													.3	.1	.3	.1	.2			1.4
Macomb	.1							.1					.6	1.5	3.5	4.6	.8	14.5		27.1
Manistee				.2			.2		.4			.1		.2		.1		.6		2.4
Marquette	.1			.6	1.0			.1	.4							.5				2.9
Mason	.1					.2										.1		.6	.2	1.7
Menosta	.1					.1										.6				1.1
Menominee	.4			.2	.2	.2	.5								.5	.4				2.8
Midland									6.5					.4						7.9
Monroe	.2						3.1							.7	.3	1.0	.2	3.4		9.6
Montcalm	.6											.6				2.0				3.6
Muskegon	.3			.1		2.1	.7	.4		.1		.2		6.7	.8	14.0		.3		27.8
Newaygo	1.3																			1.5
Oakland	.4		.2		.4		.2	.5	1.0		1.1		.4	3.3	4.2	6.9	.3	35.0		56.5
Ontonagon					.6		.2													1.0
Ottawa	.7			.2	.2	1.6		.1	.4			.7	.1	.2	2.2	1.2	.4	.9		10.2
Saginaw	1.3			.1	.2	.7	.1	.3	.1				.5	9.1	.8	4.1		7.1		25.3
St. Clair	.3		.5	.1			.6	.1	.6				.7	2.1	.2	1.8		2.5		10.3
St. Joseph	.1		.3		.1	.6	1.1	.2						.1	.3	1.1	3.	.7	.2	5.9
Shiawassee	.4					.4							.4		.2	.7	2.0	2.0		6.7
Tuscola	.3													.5						1.1
Van Buren	.6				.2									.7	.2	.4	.2			2.8

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

MICHIGAN — (Continued)

COUNTY	SM EMPLOYMENT, 1953, IN THOUSANDS (Counties with 1,000 or over total industrial employment.)																		
	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Washtenaw	.2				.1		.2	.6						.8	1.4	2.4	2.1	11.2	3.0	22.8
Wayne	19.9	.6	2.1	3.4	2.5	3.0	5.0	12.8	17.6	2.4	8.1	1.0	9.0	50.1	66.8	79.2	5.9	358.8	1.5	693.1
Wexford	.1				.1	.1					.5			.2				1.0		2.2
Total Above Counties	43.5	.6	5.5	6.9	10.8	21.9	28.1	21.0	33.1	2.8	11.9	4.3	15.1	90.8	107.0	158.9	17.1	562.1	5.2	1226.5
% of U.S.A. Total Above Counties	2.9	.6	.4	.6	1.5	6.1	5.5	2.7	4.6	1.2	4.5	1.2	2.9	6.8	9.7	9.5	1.6	29.0	1.8	7.3

MINNESOTA

Anoka					.1									.4						2.1
Blue Earth	.5												.1		.1		.4			1.6
Brown	.9			.1									.1							1.3
Carlton					.9		1.6													3.4
Dakota	5.2						1.0						.1			1.2				7.8
Freeborn	1.1		.4		.2										.7					2.8
Goodhue	.4										.2	.8	.5							2.4
Hennepin	13.0		2.6	5.9	2.3	1.4	1.7	5.8	2.4	.3	.5	.6	.5	1.5	12.2	13.6	6.1	.3	10.6	89.1
Koochiching							1.7													2.0
Le Sueur	1.0																			1 3
Mower	4.9																			5.1
Olmsted	.6							.1									.2			1.1
Ramsey	6.2		.3	2.8	.7	.8	2.1	7.9	1.4	.3		.1	.6	.6	5.8	6.1	2.3	2.4	.1	50.0
Rice	.7		.1													.2				1.4
Saint Louis	1.2		.3	1.3	2.0	.1	.1	.7		.2			.4	3.6	.7	2.0		.1		14.1
Stearns	.8							.1					.8			.8			.1	3.0
Steele	.2														.2	.1				1.1
Washington	1.2				.8							.4								2.8
Winona	.9		.3	.1				.2	.2				.1	.3	.2	.2				3.2
Total Above Counties	38.8		4.0	10.2	7.0	2.3	8.2	14.8	4.0	.8	.7	1.9	3.2	6.4	19.9	24.2	9.0	2.8	10.8	195.6
% of U.S.A. Total for Above Counties	2.6		.3	.9	1.0	.6	1.6	1.9	.6	.3	.3	.5	.6	.5	1.8	1.4	.8	.1	32.7	1.2

MISSOURI

Audrain				.4				.1				.6	2.7							3.9
Boone	.2			.1		.1		.3									.2			1.1
Buchanan	6.1			.8	.1		1.0	.4	.4					.1	.1		.4			10.0
Callaway												.5	.3							1.0
Cape Girardeau	.3			.3	.2			.1				1.4	.4				.2			3.4
Clay	1.5			.5		.1	.9	.3	.4	.3				.4	1.3	.3				7.1
Cole	.2			.2				.4				1.2								2.3
Franklin			.4									3.2								4.0
Gasconade												1.3								1.4
Greene	2.4			.9	.2	.6		.4					.2					.7		5.9
Jackson	7.5		.2	7.6	.9	1.3	1.5	6.4	1.8	1.6		.9	1.0	5.6	4.7	3.2	3.3	17.4	.6	69.8
Jasper	1.0			1.2	.2	.1		.3	1.0	.1		.3	.6	.1	.4	.5				6.5
Jefferson												.7	2.8	.5				.1		4.4
Marion	.1					.3		.1			.5	1.1				.4				2.9
Perry	.1										1.1									1.3
Pettis	.2			.2								.6	.3							1.7
Randolph	.1											8								1.1
St. Charles												7						1.2		2.2
St. Francois	.1			.3								.8	.3							1.7
St. Louis	.1				.2		.4	.2	1.4				1.5		.9	1.5		9.8	.4	18.1
St. Louis City	23.6	1.0	2.4	19.6	1.9	5.8	6.4	11.5	11.3	.8	.3	12.2	3.6	7.2	17.1	14.1	15.2	19.5	.9	187.3
St. Genevieve				.1								.2	.5							1.0
Saline	.3			.2								.9					.3			1.8
Scott	.3			.5								.7								1.7
Total Above Counties	44.1	1.0	3.0	32.9	3.7	8.3	10.2	20.5	16.3	2.8	.8	29.2	14.2	13.9	24.5	20.0	19.6	48.7	1.9	341.6
% of U.S.A. Total for Above Counties	3.0	1.0	.2	2.8	.5	2.3	2.0	2.6	2.2	1.2	.3	8.0	2.7	1.0	2.2	1.2	1.8	2.5	.6	2.0

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

OHIO

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publi.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Allen	1.0	1.0	.3	....	....	.1	....	.2	....	.5	.2	....	....	1.4	.5	3.9	3.9	1.4	....	15.8
Ashland	.1	....	....	.1	....	....	....	.5	.1	....	1.4	....	.2	.3	.1	.9	....	.8	....	5.0
Ashtabula	.2	....	....	.2	.2	....	.2	.1	.5	....	.1	.3	....	2.1	.9	.4	1.7	.8	....	9.3
Auglaize	.2	.1	.2	....	....	.2	.1	.1	....	....	.9	....	....	.4	....	.8	....	....	....	3.9
Belmont	.1	....	....	.4	.1	....	....	.1	....	....	....	....	.7	.2	1.5	.3	....	....	....	4.2
Butler	.5	.3	.3	.1	.1	.1	7.0	.4	.1	.1	....	....	.2	6.3	6.9	5.0	....	2.3	....	31.0
Carroll	....	....	....	....	....	....	....	....	....	....	.3	....	.3	....	....	....	.1	....	....	1.1
Champaign	.1	....	....	....	....	.2	.3	....	....	....	....	....	....	....	.2	.1	....	....	....	1.3
Clark	.4	....	....	.3	....	.1	.1	3.3	....	....	....	.2	.2	1.2	1.3	4.2	1.5	4.1	.3	20.1
Clinton	....	....	....	....	....	....	....	....	....	....	....	....	....	.3	.4	....	....	....	....	1.0
Columbiana	.2	....	....	....	....	.11	.2	.3	....	....	....	....	4.0	.2	2.6	3.7	....	....	....	12.8
Coshocton	.2	....	....	.2	.1	....	.2	.3	....	....	.5	.3	.5	.3	.6	....	....	....	....	4.4
Crawford	....	....	....	.3	....	....	....	1	....	....	.6	....	.2	.4	.1	1.4	.9	1.3	....	5.9
Cuyahoga	13.1	.2	5.3	11.3	1.4	4.1	4.2	12.6	10.9	3.9	.7	.1	3.4	46.5	36.1	74.6	24.7	50.3	3.4	314.0
Darke	.4	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	.1	.1	....	....	1.3
Defiance	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	.6	.5	.4	....	....	2.5
Delaware	.1	....	....	....	....	....	....	....	....	....	....	....	.1	....	.1	....	....	.3	....	1.1
Erie	.6	....	....	....	....	....	.7	.1	.2	....	.4	....	.3	1.0	.4	3.5	1.7	.1	....	10.2
Fairfield	.1	....	....	....	....	....	.5	....	....	....	....	.5	3.7	....	....	.5	.5	....	....	6.2
Fayette	.2	....	....	....	....	....	....	....	....	....	....	.1	....	....	....	....	....	.3	....	1.1
Franklin	7.0	....	1.0	1.3	.3	.7	1.0	3.6	2.0	.2	.1	2.3	3.8	3.6	9.8	11.8	1.1	15.3	1.5	70.4
Fulton	.4	....	....	....	....	.1	....	....	....	....	....	....	....	.1	....	.1	.4	.1	....	1.8
Geauga	....	....	....	....	....	....	....	.1	....	....	.9	....	....	....	....	.1	....	....	....	1.4
Greene	....	....	.2	....	....	.1	....	.1	....	....	....	.2	.3	.3	....	....	....	....	....	1.6
Guernsey	.1	....	....	....	....	.2	....	....	....	....	....	....	.9	....	....	....	....	....	....	2.2
Hamilton	14.0	.1	1.5	8.4	1.0	4.3	4.9	11.2	12.1	2.1	.3	2.5	1.6	4.4	13.2	24.4	10.7	16.6	1.9	146.2
Hancock	.5	.1	....	.2	....	....	....	....	.1	.1	1.6	....	.2	.4	.2	.4	....	....	....	4.5
Hardin	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.2	.2	.1	....	1.2
Harrison	....	....	....	....	....	....	....	....	....	....	....	....	.8	....	....	....	....	....	....	1.0
Highland	.1	....	....	.2	....	....	....	....	....	....	....	.3	....	....	....	.4	....	....	.2	1.7
Hocking	....	....	....	....	.1	.2	....	....	....	....	....	.2	.7	....	....	....	....	....	....	1.4
Huron	.3	....	....	.1	....	.1	....	.1	....	....	.5	....	....	....	.1	.4	.2	....	....	2.6
Jackson	.1	....	....	....	.1	.1	....	....	....	....	....	....	.5	.9	....	.2	....	....	....	2.1
Jefferson	.2	....	....	....	....	....	.4	.1	....	....	....	....	1.3	8.6	.4	....	....	....	....	11.4
Knox	.1	....	....	....	....	.4	.3	....	....	....	....	....	1.1	....	.4	1.8	....	....	....	4.5
Lake	....	....	.3	....	.1	....	....	.1	4.8	.3	.9	....	.4	....	....	1.7	.9	....	....	10.3
Lawrence	....	....	....	....	....	.2	....	....	.2	.1	.9	....	.9	.9	....	....	....	....	....	4.1
Licking	.2	....	....	....	....	....	.4	.1	....	.3	....	....	3.6	.7	.4	.3	.8	....	....	9.5
Logan	.2	....	....	....	....	....	....	.1	....	....	....	....	....	....	.1	....	....	.3	....	1.0
Lorain	.4	....	.1	.4	....	....	....	.3	.7	.7	....	....	.5	12.1	5.2	2.8	1.7	6.7	....	33.9
Lucas	3.0	.1	1.3	1.1	.9	.5	1.2	1.8	1.6	2.4	.2	....	6.1	7.5	6.7	10.1	9.7	19.8	.5	77.1
Mahoning	1.8	....	....	.4	.2	4.5	....	.6	.1	1.0	1.5	....	2.4	26.7	5.3	3.2	.9	1.4	....	51.0
Marion	.2	....	....	.2	.1	....	....	.1	.1	....	....	....	....	2.0	.1	3.1	....	.9	....	4.4
Medina	.2	....	....	....	....	....	....	....	.2	....	.9	....	....	.9	.4	.8	....	.2	....	4.4
Mercer	.3	....	....	.3	....	.4	....	....	....	....	....	....	....	....	....	.7	....	....	....	2.1
Miami	1.0	....	1.0	....	.3	.6	.6	.1	....	....	....	.1	....	.2	.3	2.0	1.1	.5	....	9.0
Montgomery	3.2	....	.1	.3	.4	.4	3.0	6.1	1.3	.1	6.3	....	.5	3.8	1.4	42.5	13.3	8.1	.9	101.1
Muskingum	.7	....	.1	.1	....	....	.3	.2	....	....	....	....	4.6	1.1	.3	.8	2.4	....	....	11.4
Ottawa	.2	....	....	....	.1	....	.1	....	.1	....	.5	....	.6	....	.1	.2	....	.3	....	2.5
Perry	....	....	....	....	....	....	....	....	....	....	....	....	1.6	....	....	.1	....	....	....	1.8
Portage	.1	....	.3	....	....	.3	....	....	....	....	2.1	....	.1	.4	.6	1.0	.8	.8	....	7.2
Richland	.3	....	....	.1	....	.2	.1	.6	....	....	2.7	....	.2	2.2	2.3	.6	8.7	.5	.4	19.7
Ross	.5	....	....	....	....	....	1.7	....	....	....	....	.6	....	....	....	....	....	....	....	3.4
Sandusky	.7	....	....	.3	....	....	....	....	....	....	.9	....	1.0	.6	.9	1.2	.8	....	....	7.1
Scioto	.4	....	.1	....	.3	....	....	.1	....	.2	....	4.1	.6	3.7	....	....	....	....	....	9.9
Seneca	.2	....	....	....	....	....	....	.4	....	....	....	....	1.4	1.2	.3	2.0	2.4	....	....	8.7
Shelby	.1	....	....	....	....	....	....	....	....	....	....	....	....	.3	.6	1.9	....	.6	....	4.1
Stark	2.3	....	.1	.4	.1	1.6	.6	1.3	.6	.1	1.1	....	3.3	22.3	6.5	19.4	1.5	....	.3	62.6
Summit	2.6	....	....	.2	.4	.2	.6	1.8	3.2	....	61.8	....	2.5	1.1	8.0	5.2	.3	8.6	.3	99.5
Trumbull	.2	....	....	....	.1	1.7	....	.3	....	.4	.3	.5	.7	19.3	4.3	2.2	2.6	2.2	....	36.4
Tuscarawas	.2	....	....	....	.1	....	.4	.1	.1	....	....	....	3.4	1.9	1.6	.4	.1	....	....	8.9
Van Wert	.3	....	....	.3	....	....	.3	....	....	....	....	.5	....	....	.4	.1	....	....	....	2.2
Warren	....	....	....	....	....	....	.7	....	....	.2	....	.4	....	....	.7	....	.7	....	....	3.1

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

OHIO — (Continued)

EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Washington	.1	....	....	....	.1	.7	....	.2	.7	....	....	....	.2	....	....	.4	....	....	....	2.9
Wayne	.6	....	....	....	.2	....	1.0	....	....	....	1.3	....	.1	.8	.6	.2	....	....	....	5.8
Williams	.3	....	....	....	....	.3	....	....	....	....	....	....	....	....	....	.4	....	.7	....	2.4
Wood	1.1	....	....	....	....	....	....	....	.5	....	....	....	1.6	....	.6	.9	....	....	.4	5.5
Total Above Counties	62.0	1.9	12.2	27.3	6.8	23.7	31.0	47.6	40.2	12.7	89.9	13.4	61.3	188.6	124.3	243.9	96.8	145.4	10.1	1322.0
% of U.S. A. Total for Above Counties	4.2	1.9	1.0	2.3	.9	6.6	6.1	6.0	5.5	5.3	34.2	3.7	11.7	14.1	11.2	14.6	9.1	7.5	3.4	7.9

WISCONSIN

Brown	2.0	....	....	.1	.1	.4	3.5	.7	.1	....	....	.4	.1	.3	.1	1.5	....	....	....	10.2
Calumet	.5	....	....	....	.1	....	....	....	....	....	....	.1	....	.2	....	.5	....	....	....	1.7
Chippewa	.4	....	.2	....	.2	....	.2	....	....	....	....	.5	....	....	....	....	....	....	....	1.9
Clark	.6	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Columbia	1.2	....	.2	....	.1	....	....	....	....	....	....	.2	....	....	....	....	....	....	....	2.1
Dane	4.5	....	....	....	....	.1	.1	1.0	1.0	....	....	....	.4	.3	.3	1.8	.5	.4	.9	12.2
Dodge	1.5	....	....	....	....	....	....	....	....	....	.7	.4	....	.3	1.2	1.1	....	....	....	5.7
Douglas	.3	....	....	....	.1	.1	....	.1	....	.1	....	....	....	....	....	.2	....	....	....	1.3
Eau Claire	.9	....	....	....	....	....	.6	.2	....	....	2.5	....	....	....	1.7	.2	....	.1	....	6.6
Fond Du Lac	.8	....	.7	.4	.1	....	....	.1	....	....	....	.9	....	....	.1	2.6	.2	....	....	7.0
Grant	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Green	.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.7	....	....	1.6
Green Lake	.3	....	.1	.1	....	....	....	....	....	....	....	.2	....	....	....	.3	....	....	....	1.2
Iowa	.4	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.7	....	....	1.2
Jefferson	1.1	....	.1	....	.2	.3	....	.3	....	....	....	.6	....	....	.9	1.7	....	....	....	5.8
Kenosha	.1	....	1.2	....	.2	5.0	....	.3	.1	....	....	....	....	2.4	.8	1.1	....	7.7	....	19.7
Kewaunee	.2	....	....	....	.2	.2	....	....	....	....	....	....	....	....	.3	.4	....	....	....	1.7
La Crosse	1.0	....	....	.1	.1	....	....	.1	....	....	.6	....	.1	....	3.1	1.6	....	.1	2.0	9.6
Lincoln	.2	....	....	.1	.6	....	.3	....	....	....	....	.7	....	....	....	....	....	....	....	2.3
Manitowoc	1.0	....	....	.2	.2	1.8	.1	.1	....	....	....	....	.2	.3	2.9	2.7	.3	....	....	11.3
Marathon	.6	....	....	....	2.0	....	2.4	.1	.1	....	.1	.3	.5	.3	.1	.7	1.2	....	....	9.3
Marinette	.2	....	.2	.1	.5	....	1.7	....	.2	....	....	.4	....	....	....	....	....	.1	....	4.0
Milwaukee	19.8	.1	4.5	3.1	1.7	1.1	3.9	9.1	3.1	.7	.3	8.6	1.3	15.3	14.4	54.8	26.5	19.0	1.2	199.7
Oconto	.6	....	....	....	.2	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	1.3
Oneida	.1	....	....	....	.2	....	1.0	.1	....	....	....	....	....	....	....	....	....	....	....	1.7
Outagamie	1.1	....	1.0	....	.2	.3	4.8	.3	....	....	....	....	....	.4	.1	.9	.1	....	....	10.2
Ozaukee	.3	....	....	....	.1	.1	....	....	....	....	....	.4	....	.3	.2	1.4	.1	....	....	3.5
Portage	.2	....	....	....	.1	.5	.7	....	....	....	....	....	....	....	....	....	....	....	....	2.3
Racine	.6	....	.3	.5	....	.1	....	1.5	.8	....	.1	.9	....	2.4	3.4	10.6	3.2	.1	....	25.7
Rock	.3	....	.4	....	....	.2	....	.4	.1	....	....	1.4	....	....	.1	6.1	.8	5.4	....	17.6
Saint Croix	.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.3	....	....	....	1.0
Shawano	.6	....	....	....	.5	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	1.4
Sheboygan	1.1	....	.3	.2	.5	1.7	.4	.2	....	....	....	1.4	.7	.2	4.7	.6	.3	.2	....	14.4
Walworth	.2	....	.1	.1	....	....	....	....	....	....	....	....	.1	.2	....	.4	.3	....	....	2.7
Washington	.6	....	....	....	....	....	....	....	....	....	....	.6	....	.2	1.3	.5	.1	.6	....	4.2
Waukesha	.6	....	....	....	.1	.2	....	.1	.1	....	....	.2	.1	1.8	.8	3.0	....	.1	....	7.9
Waupaca	.7	....	....	....	.9	....	....	....	....	....	....	....	.1	....	....	....	....	.8	....	3.1
Winnebago	.5	....	.7	.7	2.2	.5	5.6	.9	.1	....	....	.4	....	.9	.2	.5	.1	1.9	....	17.4
Wood	.4	....	....	....	1.2	....	3.4	.1	....	....	....	.3	....	....	.7	.1	....	....	....	7.6
Total Above Counties	47.3	.1	10.0	5.7	12.7	12.6	29.0	15.7	5.7	.8	4.3	18.9	3.6	25.8	37.4	95.6	35.1	36.5	4.4	440.1
% of U.S.A. Total for Above Counties	3.2	.1	.8	.5	1.7	3.5	5.7	2.0	.8	.3	1.6	5.2	.7	1.9	3.4	5.7	3.3	1.9	1.5	2.6

NORTHWEST AREA

COLORADO

Adams	.6	....	....	....	....	....	....	....	.2	.2	....	....	....	....	....	....	....	....	....	1.4
Arapahoe	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.4	.6	....	....	....	1.3
Denver	8.3	....	.1	1.3	.7	.8	.4	3.8	1.7	.4	5.7	1.6	1.4	1.5	2.0	2.7	.1	.4	.5	36.4
El Paso	.3	....	....	....	....	....	....	.5	....	....	....	....	.1	..	.3	.4	.2	....	....	2.3
Larimer	.6	....	....	....	.1	....	....	....	....	....	....	....	.2	....	....	....	....	....	....	1.2
Pueblo	.8	....	....	....	....	....	....	.2	....	.5	....	....	.1	7.0	.1	.3	....	....	....	9.4
Total Above Counties	10.4	....	.1	1.3	.8	.8	.4	4.5	1.9	1.1	5.7	1.6	1.8	8.5	2.8	4.0	.3	.4	.5	52.0
% of U.S.A. Total for Above Counties	.7	....	....	.1	.1	.2	.1	.6	.3	.5	2.2	.4	.3	.6	.3	.2	....	....	.2	.3

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

IDAHO

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Pet. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mach.	Trans. Equip.	Instruments	Total
Ada	.6	....	....	....	.2	....	....	.3	....	....	....	....	....	....	....	.2	....	....	....	1.7
Canyon	1.3	....	....	....	.1	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	1.8
Nez Perce	.9	....	....	....	1.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.3
Shoshone	....	....	....	....	.1	....	....	....	....	....	....	....	....	.9	....	....	....	....	....	1.1
Total Above Counties	2.8	....	....	....	1.6	....	....	.4	....	....	....	....	....	.9	....	.2	....	....	....	6.9
% of U.S.A. Total for Above Counties	.2	....	....	....	.2	....	....	.1	....	....	....	....	....	.1	....	....	....	....	....	....

KANSAS

Atchison	.6	....	....	....	....	....	....	.1	.1	....	....	....	....	....	....	.1	....	.4	....	1.6
Butler	.1	....	....	....	....	....	....	....	....	1.4	....	....	....	....	....	....	....	....	....	1.8
Cherokee	....	....	....	.2	....	....	....	....	.8	....	....	....	....	....	....	....	....	....	....	1.3
Cowley	.8	....	....	....	....	....	....	....	....	.2	....	....	....	....	....	....	....	.3	....	1.6
Crawford	.3	....	....	....	....	....	....	.1	....	....	....	....	....	....	....	.6	....	....	....	1.3
Leavenworth	.1	....	....	.1	....	.1	....	....	....	....	....	....	....	.1	.3	....	.1	....	....	1.2
Montgomery	.5	....	....	.1	.1	....	....	.1	.3	.3	....	....	.6	.1	....	.7	....	2.2	....	5.6
Reno	.9	....	....	....	....	....	.1	.1	.4	....	....	....	....	.1	....	.3	....	.3	....	2.7
Saline	.8	....	....	....	....	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	1.3
Sedgwick	3.6	....	....	.2	.2	....	....	1.6	.1	.5	....	....	.2	.7	3.5	1.6	.4	42.8	....	56.2
Shawnee	2.9	....	....	.1	.1	.1	....	2.1	....	....	1.0	....	....	.1	.1	.1	....	....	....	7.6
Wyandotte	10.3	....	....	4	.3	.5	1.0	.3	2.0	1.2	....	....	2.0	.2	1.0	.4	....	8.7	....	29.3
Total Above Counties	21.0	....	....	1.1	.7	.7	1.1	4.5	3.7	3.6	1.0	....	2.8	1.3	4.9	3.8	.5	54.7	....	113.5
% of U.S.A. Total for Above Counties	1.4	..	....	.1	.1	.2	.2	.6	.5	1.5	.4	....	.5	.1	.4	.2	....	2.8	....	.7

MONTANA

Cascade	.4	....	....	....	....	....	....	.2	....	....	....	....	....	1.4	....	....	....	....	....	2.3
Deer Lodge	....	....	....	....	....	....	....	....	.4	....	....	....	....	2.0	....	....	....	....	....	2.6
Flathead	.1	....	....	....	1.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Missoula	.3	....	....	....	1.4	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	2.0
Yellowstone	.9	....	....	....	....	....	....	.2	....	.5	....	....	....	....	.1	....	....	....	....	2.0
Total Above Counties	1.7	....	....	....	2.7	....	....	.5	.4	.5	....	....	....	3.4	.1	....	....	....	....	10.4
% of U.S.A. Total for Above Counties	.1	....	....	....	.4	....	....	.1	.1	.2	....	....	....	.3	....	....	....	....	....	.1

NEBRASKA

Douglas	16.8	....	....	.7	.3	.6	.4	1.6	1.1	....	.1	.1	.2	.8	1.2	1.9	.1	.3	.1	28.0
Gage	.2	....	....	....	....	.3	....	.1	....	....	....	....	....	....	.1	.3	....	....	....	1.3
Lancaster	1.5	....	....	.1	.1	....	....	1.0	.4	....	.6	....	.1	.1	.1	....	.7	.6	1.6	7.6
Scotts Bluff	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Total Above Counties	19.5	....	....	.8	.4	.9	.4	2.7	1.5	....	.7	.1	.3	.9	1.4	2.2	.8	.9	1.7	38.1
% of U.S.A. Total for Above Counties	1.3	....	....	.1	.1	.3	.1	.3	.2	....	.3	....	.1	.1	.1	.1	.1	....	.6	.2

NORTH DAKOTA

Cass	.8	....	....	....	....	....	....	.3	....	....	....	....	....	....	.2	....	....	....	....	1.6
Total Above Counties	.8	....	....	....	....	....	....	.3	....	....	....	....	....	....	.2	....	....	....	....	1.6
% of U.S.A. Total for Above Counties	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....

SOUTH DAKOTA

Minnehaha	3.7	....	....	....	.1	....	....	.3	.1	....	....	....	....	....	.1	.1	....	....	....	4.8
Total Above Counties	3.7	....	....	....	.1	....	....	.3	.1	....	....	....	....	....	.1	.1	....	....	....	4.8
% of U.S.A. Total for Above Counties	.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....

UTAH

Salt Lake	2.6	....	.3	.7	.2	.3	....	1.8	.6	.8	....	....	.8	3.0	1.2	.9	.1	....	....	14.8
Utah	.4	....	....	.2	....	....	....	....	.1	.4	....	....	.1	4.7	....	....	....	....	....	6.3
Weber	1.6	....	.1	.2	....	....	....	.1	....	....	....	....	.1	....	.1	....	....	....	....	2.9
Total Above Counties	4.6	....	.4	1.1	.2	.3	....	1.9	.7	1.2	....	....	1.0	7.7	1.3	.9	.1	....	....	24.0
% of U.S.A. Total for Above Counties	.3	....	....	.1	....	.1	....	.2	.1	.5	....	....	.2	.6	.1	.1	....	....	....	.1

WYOMING

Natrona	.1	....	....	....	....	....	....	....	....	1.3	....	....	....	....	....	....	....	....	....	1.7
Total Above Counties	.1	....	....	....	....	....	....	....	....	1.3	....	....	....	....	....	....	....	....	....	1.7
% of U.S.A. Total for Above Counties	....	....	....	....	....	....	....	....	....	.5	....	....	....	....	....	....	....	....	....	....

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

FAR WEST

CALIFORNIA

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mech.	Trans. Equip.	Instruments	Total
Alameda	16.4	....	1.9	.8	1.0	1.5	2.3	3.7	5.3	.5	.8	.1	3.3	4.5	7.2	10.1	1.9	11.8	.8	78.0
Butte	.4	....	....	....	1.4	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	2.5
Calaveras	....	....	....	....	.8	....	....	....	....	....	....	....	.2	....	....	....	....	....	....	1.1
Contra Costa	3.8	....	....	....	.2	.1	1.8	.3	3.2	9.2	.2	....	1.6	5.4	2.6	.6	....	2.5	....	33.3
Eldorado	....	....	....	....	1.4	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.5
Fresno	4.0	....	.1	....	.6	.1	....	.6	.4	....	....	....	.3	.2	.2	.9	....	.1	....	8.2
Humboldt	.4	....	....	....	9.4	....	....	.1	....	....	....	....	....	....	....	....	....	....	....	10.3
Imperial	.7	....	....	....	....	....	....	.1	....	....	....	....	.5	....	....	....	....	....	....	1.6
Kern	.5	....	....	....	.2	....	....	.3	.1	.4	....	....	.9	.2	.2	.2	....	....	....	3.5
Lassen	....	....	....	....	2.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.7
Los Angeles	47.3	.3	4.8	45.6	9.4	17.1	10.0	28.9	17.5	19.4	14.0	5.1	21.3	24.3	48.9	56.2	52.7	204.7	13.1	655.3
Mendocino	.1	....	....	....	4.1	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4.4
Merced	.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.1
Monterey	1.5	....	....	....	.1	....	....	.2	.1	....	....	....	.5	....	.1	....	....	....	....	2.9
Napa	.6	....	....	.4	....	....	....	.1	....	....	....	.1	....	....	.3	....	....	....	....	1.7
Orange	3.0	....	.4	.5	....	.4	....	.9	.3	.1	.8	....	1.2	.3	1.0	1.2	.3	.5	....	11.6
Placer	.3	....	....	....	.5	....	....	....	....	....	....	....	.3	....	....	....	....	....	....	1.3
Plumas	....	....	....	....	1.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.8
Riverside	.9	....	....	....	.1	....	....	.3	....	....	....	....	1.2	.5	.2	.6	....	....	....	4.8
Sacramento	4.2	....	....	....	1.0	....	....	.6	.1	....	....	....	.1	....	.7	.3	....	....	....	8.2
San Bernardino	1.6	....	.1	.4	.1	....	....	.5	1.8	.3	....	....	2.0	5.3	.4	.1	1.1	....	....	14.7
San Diego	3.5	....	....	.9	.2	.4	....	1.7	.4	....	....	....	.3	.1	.4	.3	.2	41.2	....	51.7
San Francisco	13.6	....	.5	7.5	1.3	3.1	1.7	10.4	2.7	.1	.1	.7	.5	1.0	7.7	4.7	1.5	3.2	.5	70.0
San Joaquin	3.4	....	....	....	1.3	....	1.0	.3	....	....	....	....	.6	.1	.2	1.5	....	.1	....	9.5
San Mateo	1.9	....	....	....	.5	1	....	.8	.8	....	....	.6	.6	2.8	.4	.2	2.0	....	....	11.8
Santa Barbara	.4	....	....	.3	....	....	....	.3	....	.3	....	....	.7	....	....	....	....	....	....	2.6
Santa Clara	6.8	....	.1	.3	1.2	.1	.1	1.0	.4	....	....	....	1.4	.2	1.2	1.9	4.9	3	....	21.2
Santa Cruz	1.0	....	....	.1	.2	....	....	.1	....	....	....	....	.3	....	....	....	....	....	....	2.4
Shasta	....	....	....	....	2.3	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.5
Siskiyou	.1	....	....	....	3.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	3.4
Solano	.9	....	....	.1	....	....	....	.1	....	....	....	....	....	....	....	.1	....	....	....	1.4
Sonoma	1.2	....	....	.1	.7	....	....	.2	....	....	....	.1	....	....	.2	....	....	....	....	3.0
Stanislaus	2.6	....	....	....	.1	....	....	.2	.2	....	....	....	.1	....	.1	.1	....	....	....	3.8
Tulare	1.1	....	....	....	.3	....	....	.2	....	....	....	....	.1	.1	....	.1	....	....	....	2.6
Tuolumn	....	....	....	....	1.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.3
Ventura	.4	....	....	....	....	....	....	.1	....	....	....	....	.3	....	....	.1	....	.2	....	1.4
Yolo	1.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.2
Total Above Counties	124.3	.3	7.9	57.0	47.8	23.1	16.9	52.3	33.3	30.3	15.9	6.7	38.6	45.0	72.0	79.1	64.6	264.6	14.4	1040.3
% of U.S.A. Total for Above Counties	8.4	.3	.6	4.9	6.6	6.4	3.3	6.6	4.6	12.6	6.0	1.8	7.4	3.4	6.5	4.7	6.1	13.7	4.9	6.2

NEVADA

Clark	.2	....	....	....	....	....	....	.1	.4	....	....	....	.2	....	....	....	....	....	....	1.2
Washoe	.3	....	....	....	.6	....	....	.1	....	....	....	....	.3	....	....	....	....	....	....	1.6
Total Above Counties	.5	....	....	....	.6	....	....	.2	.4	....	....	....	.5	....	....	....	....	....	....	2.8
% of U.S.A. Total for Above Counties	....	....	....	....	.1	....	....	....	.1	....	....	....	.1	....	....	....	....	....	....	....

OREGON

Benton	.1	....	....	....	1.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.8
Clackamas	.1	....	....	.1	2.5	....	2.0	....	....	....	....	....	.1	....	.1	....	....	....	....	5.4
Clatsop	1.1	....	....	....	1.7	....	....	....	....	....	....	....	....	....	....	....	....	.1	....	3.1
Columbia	.1	....	....	....	2.1	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	3.3
Coos	.2	....	....	....	5.7	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	6.3
Deschutes	.1	....	....	....	1.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.0
Douglas	.1	....	....	....	6.2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	6.6
Jackson	.2	....	....	....	3.8	....	....	.1	....	....	....	....	.1	....	....	....	....	....	....	4.4
Josephine	.1	....	....	....	1.6	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.8
Klamath	.1	....	....	....	3.0	....	....	.1	....	....	....	....	....	....	....	.1	....	....	....	3.4
Lane	.5	....	....	....	11.6	....	.2	.2	....	....	....	....	....	....	.1	.1	....	....	....	13.1
Lincoln	.1	....	....	....	1.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.0
Linn	.2	....	....	....	4.8	....	.2	....	....	....	....	....	....	....	....	....	....	....	....	5.6

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

INDUSTRIAL POTENTIALS BY COUNTIES — (Cont.)

OREGON — (Continued)

SM EMPLOYMENT, 1953, IN THOUSANDS
(Counties with 1,000 or over total industrial employment.)

COUNTY	Food	Tobacco	Textile Mill	Apparel	Lumber (exc. furn.)	Furn. and Fixt.	Paper	Print'g and Publ.	Chemical	Petr. and Coal	Rubber	Leather	Stone, Clay, Glass	Prim. Metal	Fabr. Metal	Mach. (exc. elec.)	Elec. Mech.	Trans. Equip.	Instruments	Total
Marion	1.8	....	.5	....	1.7	....	.7	.3	....	....	....	....	....	....	....	....	....	....	....	5.5
Multnomah	6.5	....	2.1	2.2	7.4	2.5	1.0	3.1	1.5	.3	.1	.1	1.1	2.8	4.0	3.2	.8	1.5	.4	43.1
Polk	.3	....	....	....	1.6	....	....	....	....	....	....	....	....	....	....	.2	....	....	....	2.3
Tillamook	.2	....	....	....	1.5	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Umatilla	1.0	....	.2	....	.2	.3	....	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Washington	.6	....	....	....	.8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.6
Yamhill	.3	....	....	....	1.2	....	.1	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Total Above Counties	13.7	....	2.8	2.3	62.4	2.8	5.2	3.8	1.5	.3	.1	.1	1.3	2.8	4.2	3.6	.8	1.6	.4	117.0
% of U.S.A. Total for Above Counties	.9	....	.2	.2	8.6	.8	1.0	.5	.2	.1	....	....	.2	.2	.4	.2	.1	.1	.1	.7

WASHINGTON

Benton	.2	....	....	....	....	....	....	....	11.5	....	....	....	....	....	....	....	....	....	....	11.7
Chelan	.6	....	....	....	.4	....	....	.2	....	....	....	....	....	....	....	....	....	....	....	1.5
Clallam	....	....	....	....	1.9	....	1.4	....	....	....	....	....	....	....	....	....	....	....	....	3.5
Clark	.4	....	.5	.4	1.3	....	3.2	.1	....	....	....	....	.2	1.3	....	....	....	....	....	7.8
Cowlitz	....	....	....	....	5.7	....	1.7	....	....	....	....	....	....	.3	....	....	....	....	....	8.1
Grays Harbor	.3	....	....	....	7.2	.3	.7	.1	....	....	....	....	....	....	....	.1	....	....	....	9.1
King	7.8	....	.1	2.4	6.9	.9	.9	3.4	1.3	....	....	.2	1.3	2.8	4.6	3.1	.9	41.0	.2	79.7
Lewis	.4	....	....	....	2.0	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.7
Mason	....	....	....	....	1.1	....	.4	....	....	....	....	....	....	....	....	....	....	....	....	1.7
Okanogan	....	....	....	....	.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.0
Pacific	.2	....	....	....	1.7	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.9
Pierce	2.5	....	....	.6	6.6	1.4	.9	.7	.8	....	....	....	.1	2.2	.2	.3	....	2.4	....	20.1
Skagit	.6	....	....	....	1.7	....	.2	.1	....	....	....	....	.1	....	....	.2	....	....	....	3.2
Snohomish	.5	....	....	....	5.4	....	1.5	.1	....	....	....	....	.1	....	.4	.2	....	.1	....	8.8
Spokane	2.6	....	....	....	2.4	.1	.4	1.0	.1	....	....	....	.4	4.0	.3	.5	....	.9	....	13.7
Thurston	.6	....	....	....	3.3	.1	....	....	....	....	....	....	....	....	....	....	....	....	....	4.5
Walla Walla	1.0	....	....	....	....	....	....	.2	....	....	....	....	....	....	....	....	....	....	....	1.4
Whatcom	.7	....	....	....	1.7	....	.5	1	....	....	....	....	.2	....	....	....	....	.1	....	3.8
Yakima	1.7	....	....	....	.6	....	....	.3	....	....	....	....	.2	....	....	.3	....	....	....	3.6
Total Above Counties	20.1	....	.6	3.4	50.6	2.6	11.8	6.3	13.7	....	....	.2	2.6	10.6	.5	4.7	.9	44.5	.2	187.8
% of U.S.A. Total for Above Counties	1.4	....	....	.3	7.0	.8	2.3	.8	1.9	....	....	.1	.5	.8	.5	.3	.1	2.3	.1	1.1

Figures in "Total" column (far right) for each county exceeds sum of employment in 19 industries because "Total" includes employment in miscellaneous, ordnance, and industries employing less than 100 persons.

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"Lost Sales" Quiz #29

Dejected Dennis

"The Forlorn Falcon"



. . . seems to be begging for business rather than selling

HE LOSES SALES BECAUSE . . .

(a) . . . he doesn't show enough confidence

(b) . . . he thinks of himself instead of the prospect

(c) . . . he assumes the prospect is interested in a salesman's problems

If Dennis (b) would forget about himself and relate his product to the prospect's needs he would make a sale—and a lasting, dignified sale.

If your prospect doesn't buy even though you know he can use your product to advantage, your main job is to find out what stands in his way. Your prospect isn't interested in your desire to win points in the current sales contest or the problem you have of paying for your wife's operation. The way to get his business is to show him how your product solves *his* problems.

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Editor's Note: Sixteen of these sales cartoon quizzes have been bound in a handsome, two-color booklet titled "The Lost Sale." Order your copies now. Prices: $1.00 per copy up to 11 copies; 80c per copy 12 to 99 copies; 60c per copy 100 or more copies. Send order and check to Sales Management magazine, 386 Fourth Ave., New York 16, N. Y.

AMERICA'S NEWEST METROPOLITAN AREA* SEES TELEVISION EXCLUSIVELY ON

*Consumer Markets 1954

WKBT

CHANNEL 8
LA CROSSE
WISCONSIN

WHY YOU NEED LA CROSSE—The hub city of a rich industrial and agricultural sector—La Crosse stands midway between Minneapolis and Milwaukee. Its 235 manufacturing plants sell $100,000,000 worth of goods per year. Its farms have an income of $10,000,000 annually. More than a quarter of a million people live in the greater La Crosse area, covered by WKBT. The average effective buying income per family is $4020! And these figures are not static — they are growing year after year after year!

WHY YOU NEED WKBT—WKBT is the first and only television station to cover the La Crosse, Wisconsin area. There is no other coverage, even by "overlap." The closest TV centers are Milwaukee (175 miles away) and Minneapolis (140 miles distant). Here WKBT can offer *unduplicated service* — a prize in any TV market — a particularly rich prize is this exceptionally prosperous market! WKBT power: 100,000 watts, visual: 50,000 watts, aural. Tower talk: 810 feet above average surrounding terrain, 579 feet above ground. For further details, write:

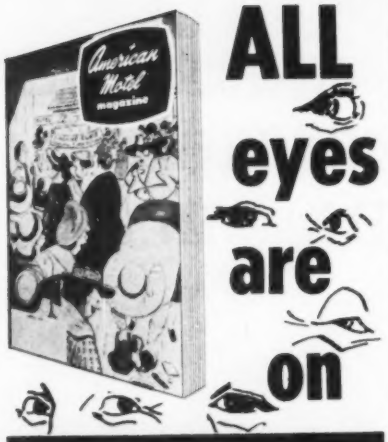
WKBT

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

CHANNEL 8
LA CROSSE
WISCONSIN

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Booklets, surveys, market analyses, promotional pieces and other sales literature useful to marketing executives.

Restaurant and Hotel Market Distribution Map: Published by Ahrens Publishing Co., Inc., it points up, on a stateline basis, important restaurants and hotels throughout the country (by number) that bring in the largest share of the restaurant and hotel businesses — approximately 30,000 commercial restaurants out of a total of 194,000 that account for 57% of the $8,343,000,000 restaurant business, and 6,201 hotels out of a total of almost 30,000 that ring up more than 80% of the $2,463,520,000 annual hotel dollar volume. Indicated within each state are total restaurant and hotel dollar sales data; total number of restaurant equipment dealer firms; total number of institutional food wholesaler firms and other data of interest to manufacturers. There is also a list of the standard metropolitan areas that do the bulk of the business where restaurants and hotels are concerned. The total 1953 dollar volume sales of each area are shown together with estimated food dollar sales for each area. Write to Pat Pompilio, Promotion Manager, Ahrens Publishing Company, Inc., 71 Vanderbilt Ave., New York 17, N. Y.

A New Look at Metalworking: Market and media data file presented by *Steel* magazine to help sales managers, advertising and agency executives evaluate the market, and direct advertising and sales promotion to it most effectively. Arranged according to the National Industrial Advertisers Association outline, data cover the size of the market, which is far ahead of all other industries (1953 sales volume was $125.3 billion); number of plants in operation and descriptions of them; number and diversity of products made; number of persons employed; expenditures for new machinery and equipment; growth outlook. Among the facts uncovered by the study: There was a considerable growth in number of important consuming plants (those employing 20 or more) during 1953. Some of their growth was caused by new plant construction while the balance can be attributed to the upgrading of plants. There was a net increase of 3,612 metalworking plants (employing 20 or more) from 1952-1953. During 1953 there was a monthly average of 7.8 million people employed, which represented 46% of the employes in all manufacturing industries. From 1947 to 1952 the expenditures by the industry for new machinery and equipment have constantly increased to the point where the industry buys almost as much new equipment and machinery per year as all other manufacturing industries combined. Write to S. F. Marino, Promotion Manager, *Steel*, Penton Bldg., Cleveland 13, O.

Planning for the Future: An analysis made by the Department of Economics, McGraw-Hill Publishing Co., Inc., which highlights two principal aspects of the American economy between now and 1970: the substantial growth potential of the U.S. economy as a whole; the extraordinary potentials for growth of a number of individual industries and industrial fields. For business planning, the study points out, the key questions are: How fast will we grow in the future? What industries will grow faster than the average for the total economy? This study attempts to answer these questions first by projecting the gross national product (value of all goods and services produced) and then by discussing the prospects for individual industries. It assumes that we will not be engaged in a major war, and that our political climate remains favorable to private enterprise and initiative. Illustrated with 18 charts. Write to Frank E. Carson, Promotion Director, McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., New York 36, N. Y.

Foundry Equipment Inventory: A study of the volume, distribution and age of foundry equipment, published by *Foundry* magazine. It is a detailed study of the changing foundry industry, presenting a count on over 50 major kinds of foundry equipment. It indicates how many of each is located in small, medium or large-size foundries; measures the age of the equipment in order to make it possible to evaluate obsolescence and the buying intentions of the industry.



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TELETYPE SL 139

Included in the data are mechanized handling systems; molding and coremaking; sand preparation; melting and heat treating; materials handling; cleaning and finishing; miscellaneous equipment; supplementary market information. Write to G. A. Pope, *Foundry*, Penton Building, Cleveland 13, O.

How Women Spend Their Drug Store Dollars: A comparison of consumer buying habits 1948 vs. 1954, findings of a survey conducted by Batten, Barton, Durstine & Osborn, Inc. Data include store patronized; reason for visiting a particular store; what was bought; what was spent; planned vs. unplanned purchases; reasons for unplanned purchases. Some of the facts revealed: Seventy-eight percent of women's purchases at drug store counters so far this year have been for branded items, compared with 67% in 1948. Of all items purchased this year, women asked for 63% by brand name, an increase of 6% over six years ago. Thirty-two percent of all tabulated purchases in this year's survey were made by housewives who bought one or more items they had not planned to buy before entering the store. These impulse purchases were 2% greater than those made in 1948. Display is important to women; 60% of all their unplanned purchases were made because they "saw the item displayed," compared with 45% in 1948. Write to Lyle Purcell, Vice-President in Charge of Marketing and Merchandising, Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N.Y.

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'The Rotarian Magazine's' Readers: Findings of a study made by Market Facts, Inc., for *The Rotarian Magazine* to reveal the buying power and influence of the magazine's subscribers. They are presented in two chapters. One deals with business and civic activities; the other takes up the personal life of an average *Rotarian* subscriber. Some of the facts brought out: twenty-one percent are with manufacturing concerns; 60% are with non-manufacturing business concerns; 19% are in professions; 90% have the authority to buy, specify or approve purchases in their firms. The average reader is 48 years old and has an annual income of $14,429. Eighty-four percent own their own homes with an average value of $23,640; 55% own listed stocks or bonds; 98% own personal cars. Other data include building and remodeling plans, insurance, travel, hobbies, reading habits, activities in trade associations. Write to Walter R. Buell, Advertising Manager, *The Rotarian Magazine*, 1600 Ridge Ave., Evanston, Ill.

Distribution Data Guide: Compiled and published monthly by the Office of Distribution, Business and Defense Services Administration, it lists brief annotations of selected recent publications and reports, both government and non-government, which contain basic information and statistics for use in market research, merchandising, sales promotion, advertising and allied subjects. Write to Harry W. Ketchum, Acting Director, Office of Distribution, United States Department of Commerce, Washington 25, D. C.

Selling Through Industrial Distributors: Reprint of a series of articles written by Louis H. Brendel, James Thomas Chirurg Co., and published by SALES MANAGEMENT: Where to Find and How to Choose Industrial Distributors; What Distributors Want to Know Before They'll Take on Your Line; Why Distributors Say, "Put Policy in Writing"; How to Determine Potentials and Set Quotas for Distributors; Five Benefits for You from a Distributor Advisory Council; 15 Ways to Improve Relations with Industrial Distributors; Solicit Your Distributors' Views of Yourself; What Distributor Salesmen Want Most in Meetings; A Hatful of Ideas to Spark Your Distributor



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Contact Ken E. Davis, Manager, General Advertising

APPLETON POST-CRESCENT
Appleton-Neenah-Menasha, Wisconsin

Meetings; What Distributors Want in Manufacturers' Factory Schools; When You're the Small Fry in the Distributor's Line; How Industrial Packages Solve Distributor Problems; 10 Ways Distributors Rate Your Pricing Policies; Pointers for Manufacturers on a Distributor's "Open House"; What Kinds of Displays for Mill Supply Showrooms?; What Distributors Expect from Your Promotion; How to Win Friends and Influence Distributors with Your Ads; How to Make Your Ads Click with Distributors; 15 Cues for Better Mailings Through Industrial Distributors; You'll Get Extra Impact in Distributor Mailings . . .; When You're Tempted to Cut Out Distributors . . . Write to Louis H. Brendel, James Thomas Chirurg Co., 1612 Chanin Bldg., New York 17, N.Y.

Metropolitan Oakland: Data compiled by *Oakland Tribune.* An area consisting of Alameda and Contra Costa counties, it is the largest population center in Northern California. Included in the statistics: Bay Area freeway development; home construction; school and college enrollment; California's estimated population growth—1955-1960; partial list of manufacturing industries in Alameda and Contra Costa counties; diversified industries; new and expanded plants; transportation; airport traffic growth; world trade; water facilities; power; appliance market; retail market; motor vehicle registration. Write to J. O. Wright, Advertising Director, *Oakland Tribune,* Tribune Bldg., Oakland, Cal.

The 1954 Kansas Radio-Television Audience: Eighteenth consecutive annual survey conducted by Dr. F. L. Whan, Kansas State College, for WIBW and WIBW-TV. Part 1 data include location of radio stations in Kansas as of April 1954; in-home radio set ownership; out-of-home radio set ownership; ownership of certain kinds of electric appliances; radio station ratings—coverage and preferences, radio "share of audience" ratings; composition of nighttime radio audience; program preferences. Part 2 covers in-home TV ownership; out-of-home TV set use; TV station ratings; rural vs. urban

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use of TV; advice on programming by set owners. There is also a "Quick-to-Get Graphic Digest" to enable busy users of the report to get the gist of the survey findings quickly and easily, in one 10-page section of simple bar charts and maps. Write to Ben Ludy, General Manager, WIBW and WIBW-TV, Topeka, Kan.

Baking Products in Restaurants: Survey conducted by *American Restaurant* magazine to analyze the market among its subscribers. A questionnaire was sent to a random sample of 3,100 names. Every ninth one was selected—from 26,000 qualified eating houses listed on the magazine's circulation gallies. Cross tabulations by Littleton Research Service were completed in these three groups: small restaurants serving under 300 meals a day—average (mean) yearly income, $63,437; medium restaurants serving 300-600 meals a day—average (mean) yearly income, $173,097.60; large restaurants serving over 600 meals a day—average (mean) yearly income, $787,531.30. Some of the highlights: 95% of the respondents do some or all of their own baking; 73% are doing more baking this year than they did three years ago; 62% use pre-mixes; 39% offer bakery goods for take-home or take-out sale. Write Jack Payne, Promotion Manager, *American Restaurant*, 5 S. Wabash Ave., Chicago 3, Ill.

TV Viewing on Farms: Results of a television survey conducted by *Farm and Ranch*, which shows TV viewing habits, program ratings, ownership and buying intent—by make—of the farm audience. Data reveal that television is a minor influence in the southern farm market. For example, 988,000 of *Farm and Ranch's* 1,303,000 subscribers do not own a TV set. The top program reaches only 117,000 or 9.0%. Television can never be the influence in the farm market that it is in urban areas. On the farm, its early to bed and early to rise, with time demands during the working day far different from the average town housewife, office employe or laborer. Another fact brought out is the lack of product identification on multiple-sponsored programs. For example, data on evening programs show that 993,350 families do not view them. I Love Lucy was the leading program, viewed by only 9.0%, or 117,357 families; 6.3%, or 82,619, named the sponsor. Write to Ted Lord, Vice-President and Advertising Director, *Farm and Ranch*, 318 Murfreesboro Road, Nashville, Tenn.

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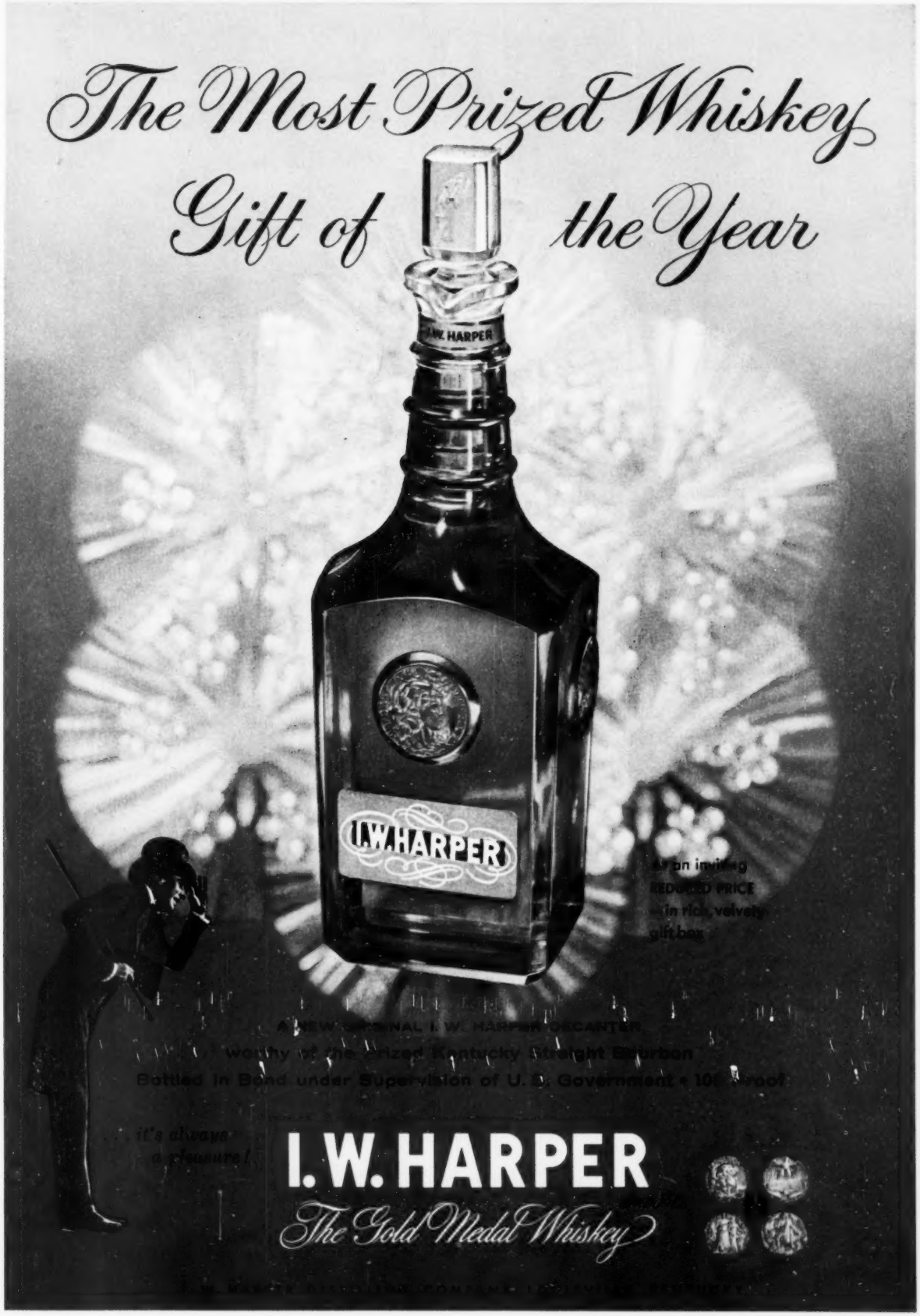
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